

PROCESSOR

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In This ISSUE

COVER FOCUS

The Dealer & Reseller Market

We offer advice for finding a good reseller, talk about what's happening in the used and refurbished equipment market, and provide tips to locate the products you need from smaller manufacturers.

What's New In The Used & Refurbished Market?	1
Navigating The Used Waters	9
The SME & Reseller Channel Connection	12
Think Smaller: Weigh The Pros & Cons	13

TECH & TRENDS

Employee-Purchased Machines | 1

According to the experts at Gartner, by 2008 10% of all companies will ask employees to purchase and maintain their own notebook computers.

Ensuring Software License Compliance | 28

Managing a large number of dense licensing agreements can be a daunting task. But it's in your best interests to keep your business compliant.

Why Standardize? | 29

Consultants and sales reps incessantly preach the benefits of standardization.

The Future Of The UPS | 30

Replacement technologies are on the horizon as manufacturers tweak UPSes to make them better, more reliable, and longer-lasting.

NEW PRODUCTS

Aphel rPower	16
nGenius Performance Manager Standby Server	17
Aventail Secure Collaboration	18
Tsarfin Computing NetInfo 5.7	19
ATEN CL-1200 Slideaway LCD Console	20

Product Releases | 16

■ **AlterPoint** is targeting enterprises with the latest version of its DeviceAuthority network security and compliance software. ■ **EpicTide** and **AEP Networks** launched a HIPAA compliance and secure application access device. ■ **iQstor Networks** announced the iQ2280 Storage System, which features 4Gb Fibre Channel to SATA II interface. ■ **Kasten Chase** and **Optica Technologies** announced a channel-based encryption product for mainframe storage. ■ **Neoware** introduced two new thin clients, the Neoware e90 and Neoware e140. ■ **Performance Technologies'** CPC5564 is the first CompactPCI 2.16 blade server to feature AMD's single and dual-core Opteron processors. ■ **Red Gate Software** released SQL Backup Pro Edition, which is designed to provide high-performance backup and recovery for enterprise-level SQL Server implementations. ■ **Sensory Networks** released its latest IPS accelerator, the NodalCore IPS Accelerator. ■ **Symbol Technologies** says its MC70 mobile computer is the industry's first rugged enterprise digital assistant.

EACH WEEK

Upcoming IT Events	3	Opinions	24, 25
MarketPlace News	3	What's Happening	31
MarketWatch	4	Two Terms	31
Product Releases	16	Next Week	31

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What's New In The Used & Refurbished Market?

Equipment Dealers Move Beyond Just Selling Machines

by Elizabeth Millard

ALTHOUGH BUYING used equipment still makes some in the IT world flinch, the market is thriving, many vendors have noted. The need for technology in every corner of a company often presents a budget challenge, but many small to midsized enterprises are coping by choosing refurbished machines for less critical tasks or simply to round out a data center with extra routers, storage appliances, or other devices.

To woo even more IT managers, vendors have recognized in the past few years that they have to do more than clean out some hard drives and make sure all the chips are in place. Dealers now are implementing

strategies that include far more than a roundup of available machines.

Serving It Up

One of the most significant trends in the used equipment market is the rise in services among vendors. In the past, many were usually just operating as fix-and-resell companies that focused on high volume sales. But as customers go through multiple hardware refreshes, dealers have recognized that



they need more than affordable pricing. Many are now offering additional services such as increased warranty protection, *Go to Page 10*

Employee-Owned Notebooks May Become Normal

Gartner Predicts Companies Will Start Asking Employees To Buy Their Own

by Ericka Chickowski

10% of all companies will ask employees to purchase and

maintain their own notebook computers.

The trend, says Gartner analyst and Research Vice President Leslie Fiering, is being spurred on by a shift in business user

habits and the changing face of IT security.

"There are a number of things that have been changing in the last couple of years that make this a much more likely scenario," Fiering says.

One of the big factors is the increasing personalization of notebooks. "Employees are tending to take their notebooks home and work away from the office for long periods of time," *Go to Page 11*

Security is the biggest question from most IT managers about the plausibility of Gartner's forecast.

WHILE MANY organizations continue to struggle against allowing employee-owned devices on their networks, others might just embrace the arrival of these personal machines. According to the experts at Gartner, by 2008

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Company Name: _____

Address: _____

City: _____ State: _____ Postal Code: _____

Country: _____

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1. What is the size of your company (how many employees)?

Less than 10 200 - 499
 10 - 99 500 - 999
 100 - 199 1,000+

3. What is your annual computer hardware/software purchasing budget?

\$0 - \$9,999 \$100,000 - \$249,999
 \$10,000 - \$24,999 \$250,000 - \$499,999
 \$25,000 - \$49,999 \$500,000 - \$999,000
 \$50,000 - \$99,999 \$1,000,000+

2. How often do you purchase computer hardware/software?

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 Bi-weekly Annually
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COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE
360 TECHNOLOGIES	52	CEELOX	49	HERGO ERGONOMIC SUPPORT SYS	19	PULIZZI ENGINEERING INC	14
ABACUS SOLUTIONS LLC	54	CENTENNIAL SOFTWARE	44	IT TRADING	54	PULIZZI ENGINEERING INC	16
ABS COMPUTER TECHNOLOGIES	39	CIPHERTRUST	22	INTERNATIONAL SYSTEMS MGT	54	QSTAR TECHNOLOGIES	46
ABS COMPUTER TECHNOLOGIES	44	CLOAKWARE	27	IT WATCHDOGS	12	RACKMOUNT SOLUTIONS	15
ACCORDANCE SYSTEMS	35	CLOAKWARE	30	JE COMPONENTS	54	RACKSPACE MANAGED HOSTING	6
ACP THIN CLIENT	48	COMPULINX MANAGED SERVICES	6	KDS	54	RANCHO SYSTECH INC	40
ACRONIS	41	COMPUREX SYSTEMS	54	L & L SYSTEMS	54	RECORTEC	39
ACRONIS	42	COMPUTER CONNECTION	54	LACIE LTD	35	RED EARTH SOFTWARE	46
ACRONIS	49	COMPUVEST	51	LACIE LTD	40	REFLEX SECURITY	22
ADDONICS	37	CONNECT GEAR	32	LANCOPE	41	REFLEX SECURITY	34
ADVANTAGE INTERNATIONAL	42	COPPERCOM	20	LAYTON TECHNOLOGY	40	REGENT SALES INC	53
ADVENTNET INC	45	CREDANT TECHNOLOGIES	49	LAYTON TECHNOLOGY	46	REVINETIX	38
ADVENTNET INC	47	CRT GROUP INC	7	LAYTON TECHNOLOGY	48	ROSE ELECTRONICS	35
AEP NETWORKS	26	CS ELECTRONICS	43	LINKTEK	47	ROSE ELECTRONICS	37
AFCOM	25	CTX TECHNOLOGY	33	MEDIA MASTR MAGNETICS INC	54	SAFEBOOT	48
AFL TELECOMMUNICATIONS	32	CTX TECHNOLOGY	37	MEDIA RECOVERY	54	SECURITY AWARENESS INC	9
AIC	11	CTX TECHNOLOGY	39	METASOLV SOFTWARE	47	SERVER TECHNOLOGY	13
AIC	36	CUTTING EDGE	43	MICRO DESIGN INT'L	43	SERVER TECHNOLOGY	14
AIC	45	CYBER SWITCHING	14	MICRO MEMORY BANK	53	SERVER TECHNOLOGY	17
AIRMAGNET INC	44	CYBERGUARD	26	MMI TEK	7	SERVERS DIRECT	21
ALERTSITE	7	DATA CLEAN	13	MMI TEK	36	SMS ASSEMBLY	54
ALTA TECHNOLOGIES	52	DATA PROTECTION (ARCO)	39	MPC COMPUTERS	34	STARTECH COMPUTER PRODUCTS	22
ALTERPOINT	42	DATACORE SOFTWARE CORP	42	NAMESCAPE	45	STERILE ENVIRONMENT TECH	6
ALTIRIS	43	DATANODE LLC	6	NETQOS	43	SUN VALLEY TECHNICAL REPAIR	54
AMERICAN PORTWELL TECHNOLOGY	27	DATAPRESERVE INC	7	NETSUPPORT INC	46	SWITCH AND DATA	6
AMERICAN PROIMAGE	39	DCS - DATA CENTER SYSTEMS	26	NETWOLVES TECHNOLOGIES	7	SYSTOR SYSTEMS INC	40
APHEL TECHNOLOGIES	14	DIGITAL BROTHERS GROUP	51	NETWORK INSTRUMENTS	14	TEST-UM INC	35
APHEL TECHNOLOGIES	16	DIGITAL SECURITY INTERNATIONAL	30	NEXSAN TECHNOLOGIES	36	TIDAL SOFTWARE	49
APPARENT NETWORKS	49	DISC MAKERS	7	NEXTWAREHOUSE	34	TIGERPAW SOFTWARE INC	45
APPOSITE TECHNOLOGIES INC	22	DISC MAKERS	40	NEXTWAREHOUSE	35	TIMESPRING SOFTWARE CORP	41
ARBOR SOLUTIONS	39	DISKEEPER CORPORATION	47	NLAYERS	47	TIMESPRING SOFTWARE CORP	49
ARBOR SOLUTIONS	44	DISKEEPER CORPORATION	49	NLE	53	TIPPINGPOINT	24
ARECA	43	DMD SYSTEMS RECOVERY	6	NLYNX TECHNOLOGIES	44	TIPPINGPOINT	34
ARISE COMPUTER INC	37	DORIAN SOFTWARE CREATIONS	49	NRS INC	53	TRENDNET	35
ASA COMPUTERS	23	DREAM CATCHERS INC	9	OCE-USA INC	36	TRIPP-LITE	10
ASR DATA	9	DRIVE SOLUTIONS INC	54	OPEN SOURCE STORAGE INC	39	TRUSTED NETWORK TECHNOLOGIES	32
ASTROCOM CORP	19	ECUTEL SYSTEMS INC	45	OPTICAL IMAGE TECHNOLOGY INC	46	TURTLE - PERM-A-STORE	7
AVTECH SOFTWARE INC	56	EDIMAX COMPUTER CO	30	OPTICAL IMAGE TECHNOLOGY INC	48	ULTRA-RACK ENCLOSURES USA INC	18
AXIOM TECHNOLOGY	39	EICON NETWORKS	35	ORACLE CORP	48	ULTRA-RACK ENCLOSURES USA INC	37
B L TRADING INC	51	ELI SYSTEMS INC	54	PEGASUS COMPUTER MARKETING	7	VECMAR COMPUTER SOLUTIONS	53
BARRACUDA NETWORKS	8	EQUIPMENT MANAGEMENT INC	53	PEGASUS COMPUTER MARKETING	53	VERIFICHI	47
BARRACUDA NETWORKS	30	EVOLVING SOLUTIONS INC	50	PEGASUS IMAGING CORP	46	VIBRANT TECHNOLOGIES INC	52
BARRACUDA NETWORKS	37	EXCEL MERIDIAN DATA	43	PORTABLE COOLING SOLUTIONS	13	WATERFORD TECHNOLOGIES	47
BARRACUDA NETWORKS	40	EXCLAMATIONSOFT	47	PREMIER SOLUTIONS CO	6	WEB PERFORMANCE	45
BASON COMPUTER	40	F5 NETWORKS	26	PRIMERA TECHNOLOGY	38	WEBROOT SOFTWARE	48
BASON COMPUTER	44	FIBERCOM	54	PROCERA NETWORKS INC	19	WINSTED CORP	18
BAYTECH	14	FLEXSPACE INC	12	PROCERA NETWORKS INC	32	WR CONSULTANT ASSOCIATES	54
BAYTECH	17	GEIST MANUFACTURING	12	PROCLARITY	45	XAFFIRE INC	34
BERKELEY VARITRONICS	24	GIGAMON SYSTEMS LLC	20	PROCLARITY	46	ZEOMI	45
BERKELEY VARITRONICS	35	GLOBAL PRINTER SERVICES	54	PROOFPOINT INC	38	ZEROWAIT	54
BERKELEY VARITRONICS	41	GUARDEDNET	34	PROTECH TECHNOLOGIES INC	38		
BERKELEY VARITRONICS	48	HERGO ERGONOMIC SUPPORT SYS	17	PROTECH TECHNOLOGIES INC	44		
BETA SYSTEMS SOFTWARE	46	HERGO ERGONOMIC SUPPORT SYS	18	PSYNAPSE TECHNOLOGIES	34		

Upcoming IT Events

- FEBRUARY -

Call Center Demo & Conference
February 6-8
Austin, Texas
www.ccdemo.com/ccc

RSA Conference
February 13-17
San Jose, Calif.

2006.rsaconference.com/us

RFID World
February 27-March 1
Dallas, Texas

www.shorecliffcommunications.com/rfid06

Search Engine Strategies Conference & Expo
February 27-March 2
New York, N.Y.
www.jupiterevents.com/sew/winter06/index.html

- MARCH -

Gartner Business Intelligence Summit
March 6-8
Chicago, Ill.
www.gartner.com/2_events/conferences/bi4.jsp

VoiceCon
March 6-9
Orlando, Fla.
www.voicecon.com

FOSE
March 7-9
Washington, D.C.
www.fose.com

Visit Processor at Booth 1638

PC Forum
March 12-14
Carlsbad, Calif.
www.edventure.com/pcforum

Boston SecureWorld Expo
March 15-16
Boston, Mass.
www.secureworldexpo.com/events/index.php?id=218

Comptel Spring 2006 Convention & Expo
March 19-22
San Diego, Calif.
www.comptel.org

Data Center World
March 19-23
Atlanta, Ga.
www.afcom.com

Visit Processor at Booth 111

Help Desk Institute Conference
March 19-22
Nashville, Tenn.
www.thinkhdi.com/hdi2006

TelecomNEXT
March 20-22
Las Vegas, Nev.
www.telecom-next.com

Secure IT Conference - 2006
March 21-24
Anaheim, Calif.
www.secureitconf.com

Florida Educational Technology Conference
March 22-24
Orlando, Fla.
www.fetc.org

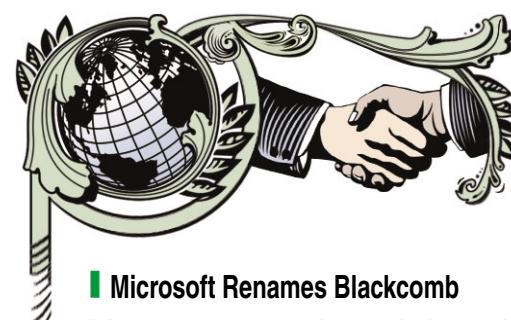
Gartner Business Process Management Summit
March 27-29
Nashville, Tenn.
www.gartner.com/2_events/conferences/bpm2.jsp

Gartner Wireless & Mobile Summit 2006
March 27-29
Detroit, Mich.
www.gartner.com/EvReg/evRegister?EvCd=RA9

- APRIL -

Gartner Outsourcing Summit 2006
April 3-5
Orlando, Fla.
www.gartner.com/2_events/conferences/std9.jsp

MarketPlace NEWS



Microsoft Renames Blackcomb

MICROSOFT HAS changed the code name for the successor to Vista from Blackcomb to Vienna, but the software giant has not commented on Vienna's specific stage of development, its exact features, or when it will ship. Meanwhile, Microsoft is planning to ship Vista later this year and says it will have such improved features as better search and a new graphics engine. Some of the features that Microsoft pulled out of Vista may be included in Vienna, including WinFS, a new relational file system.

Yahoo!, Intel Predict Slower Growth

BOTH INTEL AND YAHOO! say a changing marketplace will mean slower revenue growth this year. Yahoo!'s profit was up 80% in the fourth quarter but was short of Wall Street expectations after the company took several special deductions. Shares of both Yahoo! and major competitor Google fell after the announcement. Yahoo! says it anticipates lower revenue this year as it expects to dole out a greater portion of the revenue the company gets from selling ads. Intel had fourth-quarter revenue of \$10.2 billion, short of Wall Street's \$10.56 billion expectation. Intel expects its revenue to grow between 6% and 9% this year; the company has had double-digit growth for the past three years.

First Vista Security Patch Released

MICROSOFT RELEASED a patch for the Windows Vista operating system, which is still in development. The patch is similar to the one Microsoft released on Jan. 5 meant to fix a bug in how Windows' graphics rendering engine processes Windows Metafile images. That bug was detected late last month and impacted several Microsoft operating systems, although Vista was never listed as being affected. The new patch is available for both Beta 1 and the December Community Technical Preview versions of the Vista OS.

AMD Announces New President, COO

DIRK MEYER WILL BE the new president and COO of AMD, replacing Hector Ruiz, who will relinquish the president title and become CEO and chairman of the board. Meyer has been with AMD since 1995 and was previously president and COO of the company's Microprocessor Solutions Sector. Before coming to AMD, Meyer worked for Digital Equipment Corp. and Intel.

NTP Proposes Grace Period

NTP REITERATED ITS request for U.S. District Judge James Spencer to impose an injunction stopping BlackBerry service in the United States. If the injunction occurs, NTP proposed offering a 30-day grace period for customers to switch to a different device and exempting government and emergency workers from the cutoff. RIM, maker of BlackBerry devices, urged the judge to convene a new trial rather than enforcing the injunction. RIM has developed a workaround to avoid the infringing on the patents in dispute, but the company says the fix will cause "concern" for users and service providers.

New Server & Services Execs At IBM

IN AN EFFORT TO more aggressively pursue its server and services business areas, IBM announced two new executives. IBM's server and mainframe divisions have made great improvements in recent years; the company is now approaching the market leader in terms of revenue for Unix servers. IBM also announced a new division focusing on processors and technology licensing. The new Technology Collaboration Solutions group will focus on engineering services, intellectual property licensing, and computing systems for clients.

Google Invests In Radio

GOOGLE ANNOUNCED PLANS to create a new radio advertising distribution channel for its advertisers by integrating its upcoming purchase of DMarc Broadcasting into its AdWords platform. Google will buy DMarc for \$102 million in cash, in addition to cash payments determined by ad inventory targets, product integration, and net revenue. Google says the additional payments may add up to \$1.13 billion over the next three years. Google has been expanding beyond the Internet for its ad business; it has already started running print ads, and some analysts believe it will start running television ads in the near future.

IBM Profits Up, Revenues Down

IBM REPORTED its 2005 fourth-quarter net income rose 19% over Q4 2004's \$2.8 billion, or \$1.67 per share, to top out at \$3.2 billion, or \$1.99 per share, beating analysts' estimates. However, Q4 revenue was down almost 12%, from \$27.7 billion in 2004 to \$24.4 billion, largely due to IBM selling its PC business to Lenovo last year, IBM says. Fourth-quarter software revenues totaled \$4.6 billion and were nearly the same as 2004 while revenue from hardware increased 6% to \$6.8 billion.

Google Gaining On Rival Baidu

RESEARCH FIRM Keynote Systems found that in the competition to dominate the Chinese search engine market, U.S. search giant Google is gaining ground on local rival Baidu. Keynote's study surveyed 1,200 Chinese Internet users on their usage of Baidu, Google, Sohu.com's Sogou, and Alibaba, an e-market specialist that Yahoo!

owns 40% of. The survey showed Google's Chinese site led 11 of the 13 categories, including general, image, and news searches, and more users considered Google's results relevant. Although Baidu has an edge in brand recognition and Asian market share, the two firms ranked about the same in customer preference.

FBI Reports Computer Crime Costs \$67 billion

THE FBI ESTIMATES U.S. companies spend \$67.2 billion per year recovering from PC theft, viruses, spyware, and other computer crime. The FBI surveyed 2,066 companies and found 64% of them had suffered computer-related crimes, with the average cost topping \$24,000. To figure the total cost and avoid skewing estimates, the FBI reduced the 64% to a conservative 20% estimate, which would equal 2.8 million U.S. firms, and multiplied that by the average \$24,000 cost per firm. The survey showed organizations spent the most to respond to worms, viruses, and Trojan horses, then computer theft, financial fraud, and network intrusion.

PC Shipments Up For Q4 2005

IDC AND GARTNER released surveys for the fourth quarter last year that found worldwide PC shipments rose 17.1% to 61.1 million units. For the United States, 38% of the PC shipments were for portable PCs, reaffirming the trend shifting from desktops to mobile PCs. Gartner says Europe, Middle East, and Africa surpassed the United States as the largest PC shipment market for the first time. IDC and Gartner both say that although Dell's rate of growth has begun to slow, it led with 17.2% market share, followed by HP with 15.7% and Lenovo with 7.2%.

2005's Most Influential Brands

GOOGLE AND APPLE ranked as the most influential brands in 2005, according to a poll conducted by Brandchannel.com. The two companies have consistently been the top two in the survey for the past five years. VoIP provider Skype made its debut in the list at No. 3; Starbucks and Ikea rounded out the top five. Nokia, Yahoo!, Firefox, eBay, and Sony also placed in the top 10 brands worldwide. In 2005 Google released its Google Earth, Google Mini, and Desktop Search programs and tools.

WATCH THE STOCKS

This information provides a quick glimpse of current and historical stock prices and trends for 16 major companies in the technology market.

Company	Symbol	Year Ago	Jan. 16 \$	Jan. 23 \$	% change from previous week
Avaya	AV	\$15.90	\$11.62	\$11.50	▼ 1.03%
BEA Systems	BEAS	\$8.50	\$10.48	\$9.88	▼ 5.73%
Computer Associates	CA	\$27.63	\$29.49	\$28.96	▼ 1.8%
Cisco Systems	CSCO	\$18.15	\$18.96	\$18.16	▼ 4.22%
Dell	DELL	\$40.06	\$30.60	\$30.22	▼ 1.24%
Electronic Data Systems	EDS	\$21.55	\$24.80	\$24.46	▼ 1.37%
Google	GOOG	\$197.30	\$466.98	\$427.50	▼ 8.45%
HP	HPQ	\$20.28	\$31.99	\$31.34	▼ 2.03%
IBM	IBM	\$93.10	\$83.70	\$81.41	▼ 2.74%
Intel	INTC	\$22.60	\$25.77	\$21.35	▼ 17.15%
McAfee	MFE	\$25.45	\$28	\$27.63	▼ 1.32%
Microsoft	MSFT	\$25.98	\$27.15	\$26.35	▼ 2.95%
Oracle	ORCL	\$13.47	\$12.53	\$12.30	▼ 1.84%
Red Hat Software	RHAT	\$11.49	\$28.84	\$27.92	▼ 3.19%
Sun Microsystems	SUNW	\$4.17	\$4.70	\$4.39	▼ 6.6%
Symantec	SYMC	N/A	\$19.48	\$18.60	▼ 4.52%

NOTE: This information is meant for reference only and should not be used as a basis for buy/sell decisions.

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Whom Are You Going To Call?

Taking A Look At IT & Data Collection Hardware Repair Services

by Sandra Kay Miller

WITH THE PROLIFERATION of electronic devices required for doing business, eventually something is going to quit working. Contrary to popular belief, a few good whacks rarely fix the problem. Adding to the reality of modern computing, mobile devices such as laptops and handheld data collection devices are frequently deployed in the less-than-pristine confines of office environments and often subjected to being dropped.

When equipment breaks and parts wear out, especially on devices with expired OEM warranties and discontinued product lines, there is an alternative to the very expensive and not so practical option of simply replacing the device: repair services.

Computer device repair is closely following the automotive industry when it comes to repair services. While many OEMs and VARs have developed extensive refurbishing services to generate additional revenue streams, going back to the dealer is most likely a costlier choice than choosing a third-party repair service, thus creating a booming repair market.

Too Small For In-house IT Repairs

Medium-sized and large enterprises have the size to justify a full-time IT department to install, fix, and maintain electronic devices. According to Robert Half Technology's 2006 Salary Guide, hiring in-house desktop support

SNAPSHOT

Geeks On Call

Franchises throughout the United States providing onsite repair and maintenance

www.geeksoncall.com

can cost an organization between \$45,000 and \$63,500 per employee annually. But for small businesses that don't have the finances or the need for full-time dedicated support, when a printer suddenly quits or a critical computer locks up, the loss of productivity can be crippling.

Recognizing a need for on-site repair service for small businesses and consumers, Geeks On Call began in 1999, adopting the franchise model in 2001. CEO Richard Cole estimates the installation, maintenance, and repair market at \$90 billion dollars—a figure that easily supports 340 independently owned and operated locations throughout the

United States. Geeks On Call expects to see that number rise by at least 175 in the coming year, which earned it a spot in Entrepreneur and Franchise Times as one of the leading franchises in the nation.

Mark Sakurada, owner of the franchises in the Hartford, Conn., area, says small organizations are the fastest growing segment of his business. "We offer onsite support for many things—networking, wired and wireless, security, repairs, backups, you name it," he says.

A similar company, Geek Squad, also provides onsite computer and networking support and

SNAPSHOT

Geek Squad

A division of Best Buy offering flat-rate pricing for carry-in, onsite, and phone support service; also provides emergency service

www.geeksquad.com

repairs for small businesses and consumers. Using a kitschy Dragnet-style marketing shtick, badge-toting "agents" offer 24/7 onsite services to homes and businesses.

Best Buy acquired Geek Squad in 2002 and added "Precincts" within its stores (there are also Geek Squad standalone store fronts) for drop-off repairs. With set prices for specific services listed online, there's no sticker shock when the repair invoice arrives. For example, an onsite call to transfer data from an old computer to a new computer or fix the dreaded blue screen of death is \$229. Geek Squad currently operates 700 locations nationwide and offers remote troubleshooting and maintenance services.

Although Hilary Potkewitz at the *Los Angeles Business Journal* last year described the growing third-party repair industry as becoming "increasingly crowded and competitive," she also believes there is more than enough business to keep them all busy for now.

Cafeteria-Style Service & Repair

Even for small to midsized enterprises with an in-house IT department, having the right skills to diagnose and fix every piece of equipment on the premises or within a geographically distributed environment is practically impossible.

OnForce.com, which was originally launched in 2003 as ComputerRepair.com, is a 24/7 real-time

SNAPSHOT

OnForce.com

An online marketplace connecting buyers and sellers of technology services, such as repairs, maintenance programs, rollouts, upgrades, and moves

www.onforce.com

online marketplace offering a national network of 11,400 onsite repair services and support vendors. End users can place service requests and work orders, choosing solution providers based upon geographic location, skills, and previous customer satisfaction ratings. Solution providers can browse online service requests and partner with other solution providers for collaborative projects.

Estimating over \$100 million of service calls to be placed through OnForce.com in 2006, CEO Jeffrey Leventhal sees this model as providing more value for both end users and solution providers as compared to single-vendor repair and service providers. Leventhal attributes the success of OnForce.com to the fact that the system can be used by the SOHO, SME, and enterprise alike, and by eliminating the middleman, service providers make more money while clients pay up to 50% less. "We've cut out a lot of fat in between when a service call starts to when it ends," Leventhal says.

Through OnForce.com's Web-based system, organizations can easily locate, manage, and electronically pay for services. With an extensive network, OnForce.com offers national coverage for service events ranging from immediate onsite repairs in 24 hours or less to scheduled service and maintenance contracts for printers and other peripherals. The OnForce.com site is updated every 15 minutes with statistics covering nine different service categories, such as hardware service, printer service, POS, and data recovery, listing their high, low, and average contract values.

Other features that are built into OnForce.com include extreme visibility and accountability, similar to the customer satisfaction ratings system on mega e-commerce sites such as Amazon and eBay. "We aligned the interests of all parties involved—the client wants good service; the provider wants to deliver that and get paid—and we don't earn our fees unless everyone is 100% satisfied," says Leventhal.

Data Collection Equipment

Computers, networking equipment, and peripherals aren't the only facets of business equipment needing frequent repairs and

maintenance. Repair services for barcode scanners, RFID scanners, and point of sale equipment are just as critical as those for the computers and servers in which all the information is analyzed and stored.

Similar to traditional office equipment, data collection devices often come with OEM and VAR warranties, maintenance, and repair services. However, typical data collection hardware is built to last, and increasingly, small businesses with a less critical need are turning to used and refurbished hardware.

This particular scenario led to the founding of The Ryzex Group in 1989. Recognizing that when companies upgrade their data collection equipment there is often plenty of useful life remaining in the older equipment, CEO Rud Browne began refurbishing and reselling POS, barcode scanners, and automated inventory tracking equipment to

SNAPSHOT

The Ryzex Group

With three service locations in North America and one in Europe, Ryzex offers repair services for the major brands of barcode equipment and data collection systems

www.ryzex.com

companies that didn't necessarily need or couldn't afford cutting-edge technology.

Browne's idea has spawned a company that has enjoyed an average 40% annual growth, posting over \$47 million last year. Although Ryzex has shown tremendous financial success, Browne's vision was also to create a company with an environmental ethic. By reusing equipment with plenty of life left in it, Ryzex helps keep tons of electronic waste out of landfills.

Veteran POS and barcoding equipment service provider Pegasus Computer Marketing has been in business for almost 20 years. Pegasus offers flat-rate

SNAPSHOT

Pegasus Computer

Repair and maintenance services for point-of-sale and barcode equipment with over 20 years of experience

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repairs to a number of manufacturers' POS and scanner products. It also buys and repairs numerous types of laser printers, switches, routers, hubs, access points, and peripherals associated with wireless networking and data collection. Over the years, founders Bill

Buying Tips

Jeffrey Leventhal, CEO of OnForce.com, offers the following points to consider when purchasing IT repair services.

Quality. Who is actually going to perform the services? Is he or she certified? Is there a level of satisfaction plan or guarantee? Are the services proactive or reactive?

Reliability. Does the repair service have insurance coverage? Is it licensed and bonded? Don't skip checking its references.

Availability. Does it offer an SLA? What is its response time? Does it work on holidays? After hours? What's the coverage plan?

Remote control and monitoring. Does it have the capability to log in to your computers from its office and fix over remote connection? Today 70% of problems should be solved that way, decreasing costly travel and increasing response time.

Agreements. Be wary of straight hardware maintenance agreements. They make sense some of the time but usually are too limiting in coverage.

Outsourcing options. No single vendor can provide everything for a small to midsized enterprise whose IT shop can be just as complicated as a Fortune 1000 business. Any good IT services contractor recognizes this and the good ones know it's OK to outsource expertise when needed.

Simpson and Jim Lewis have witnessed many changes in their business. "When we first started out, there were mainframes. Then it went to midrange systems, and now we've gone to networked PCs," Simpson says. He sees the next big shift as everything going wireless.

Despite the changes in technology throughout the years, by working at the board level when repairing equipment, Simpson says they've only had to adapt. "I don't see the need for repair services really changing," he says. By this, Simpson means that the data collection equipment repair and maintenance model really hasn't changed much over the last 20 years, and he doesn't see it changing much over the next 20. He says, "The only thing that will change it is if they develop throwaways. Then they won't need us anymore." □

To see Processor Showcase advertisements for products in this category, look in the Showcase Index on page 5 and find the Repair Services ads under Services/Repair.

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SOLUTION	PAGE	SOLUTION	PAGE	SOLUTION	PAGE	SOLUTION	PAGE
Services		Furniture	19	Monitor	37	CRM Suite	45
Data Center Services		Communications		Server	39	Asset Management	46
Data Center Cleaning	6	Application Networking	19	Embedded System	39	Database & Data Mining	46
Equipment Disposal	6	Content Networking		OEM Server	39	Imaging & Printing	46
Hosting & Disaster Recovery		Load Balancing	19	Server Appliance		Messaging & Groupware	
Hosting/DR Site	6	Network & Systems Mgmt.	20	Email Appliance	40	Email Utility	46
Network & Systems Mgmt.	6	Router	20	Storage		Network & Systems Mgmt.	
Security		Security		Tape Library	40	Defragmentation	47
Access Control	7	Access Control	30	Mobile	40	Link Management	47
Managed Security Services	7	Accounting & Logging	30	CD/DVD Duplicator	40	Monitoring	47
Vulnerability Management	7	Antispyware	30	Direct Attached Storage	40	Management Suite	47
Storage		Event Correlation	34	Network Attached Storage	43	Terminal Services	48
Data Backup Services	7	IDS/IPS/DoS	34	Storage Component	43	Wireless Management	48
CD/DVD Services	7	Serial Networking		Thin Client	44	Security	
Training	9	Serial Extender	34	Workstation	44	Access Control	48
Physical Infrastructure		Telephony		Components		Accounting & Logging	48
Environmental Monitoring	12	Telephony Accessory	35	Case	45	Antispyware	48
Flooring	12	Wireless		Input Devices	45	Event Correlation	49
HVAC	13	Wireless LAN	35	Software		Policy Compliance	49
Power Distribution	13	Wireless Analysis	35	Application & Web Development		Storage	
Power Management	14			Application Development	45	Backup Application	49
Power Protection	16	End Nodes		Web Development	45	Backup Utility	49
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The Yankee Group (quoted in *Processor*, June 17, 2005 – Volume 27, Number 24) says, "by the end of 2005 - 60% of enterprises will outsource the monitoring of at least one network boundary security technology" and "that 'out-source' market will grow by more than 25% through 2005, with continued strong growth over next five years." This market growth is fueled by growing demands for security solutions, cost control measures and government mandates (HIPAA, GLB, Sarbanes-Oxley).

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As hard drives become more portable, users are looking for safe and efficient ways to transport and store drives with live data. These specialized cases are made of high-density polyethylene, a rugged, lightweight material that provides excellent impact protection. All Turtle cases are available with optional brass padlocks, which may be keyed alike at no extra cost.

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- The configuration shown on the right of the photo above is 10 drives placed in pre-cut foam slots in a rugged, two-handle case with 6 butterfly latches.

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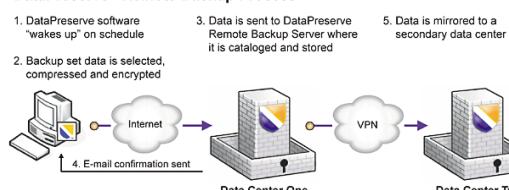


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Navigating The Used Waters

Find A Good Dealer & Establish A Relationship

by Christian Perry

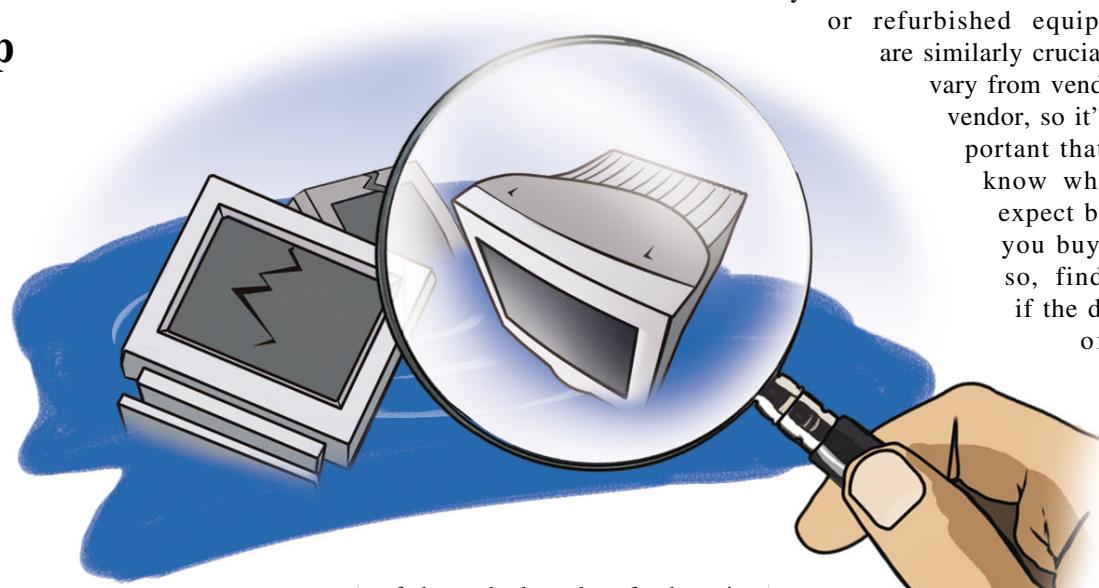
WHILE IT'S TOUGH to overlook the savings afforded by used and refurbished equipment, the process of finding a reliable dealer can be a harrowing trial of hit or miss. Even if you manage to find a good dealer today, there's no guarantee that company will be around tomorrow, potentially leaving you to begin the search yet again.

The good news is that a little research goes a long way toward finding a dealer you can trust for years to come. Although you might initially consider this leg-work unnecessary, consider the benefits of a healthy relationship with a reliable dealer. Need a part? You won't need to jump through hoops to determine if the dealer carries the part, and if it does, you won't have to wonder if the part is in stock. Encounter problems with a shipment? You can talk to a manager to get the problem resolved instead of bouncing among salespeople untrained in customer service issues.

Key Dealer Qualities

When you know what to look for in a dealer, the process of finding one you can trust becomes easier, as you can easily eliminate candidates that don't fit your criteria. The following list of qualities can help you in your search.

- **Equipment availability.** Does the dealer have the equipment you need now, and will it have it in the future?
- **Thorough warranty and return policies.** If the dealer is unclear about its policies or won't provide a written copy of them, look elsewhere for your equipment.
- **Personnel availability.** Can you easily contact the dealer if you have questions or problems? Will you have access to staff members other than sales?
- **Membership in associations.** Does the dealer belong to any industry associations that monitor the sale of used or refurbished equipment?
- **Reliable testing.** Dealers should have clearly defined procedures for testing their used or refurbished equipment before it reaches you.



Dealers of used and refurbished equipment tend to place heavy value on repeat business, a trait that can save you time, hassle, and even money, depending on the number of purchases you make. So instead of continuously testing different vendors until you find someone adequate, you're far better off discovering beforehand the best fit for your business.

Don Your Investigator's Cap

Poke around and you'll quickly find a huge market for used and refurbished sales. Naturally, some

of these dealers dwarf others in terms of yearly sales, but that doesn't mean they necessarily provide better product or better service. Smaller companies can easily rival the service quality of their larger competitors, and if you're not regularly buying a widely revolving assortment of hardware, they might also have no problems keeping your regular items in stock.

Locating dealers is a cinch: Simply run a Web search or peruse the ads in the back of *Processor*. You can also ask business associates about trustworthy dealers they use, but don't assume that dealers they use will suit your needs, either product- or service-wise. Online message boards can also be a decent starting point for finding dealers. You can also visit dealers' Web sites to get a sense of what each dealer offers, how long it's been in business, what its policies are, and how accessible it is.

One of the most efficient steps for investigating a particular dealer is simply calling and asking for information. If the company seems disinterested in supplying information, whether by evading your questions, refusing to return your calls, or through other tactics, consider that a bright red flag and move on to the next dealer. However, thanks to the intense

competition in the used market, most dealers will be happy to answer your questions, so don't hold back.

Ask the dealer if it carries the equipment you need, and if it does, ask if it's always in stock. If you need equipment throughout the year to accommodate a steady stream of new employees, you'll be relying on your vendor to provide your equipment when you need it. Warranties for used or refurbished equipment are similarly crucial and vary from vendor to vendor, so it's important that you know what to expect before you buy. Also, find out if the dealer offers

other services along with its sales, such as installation packages or removal and disposal of your obsolete equipment.

You should also ask if the dealer belongs to any industry associations such as ASCDI (Association of Service and Computer Dealers International) or ERAI (Electronic Resellers Association International). The dealer should also provide you with multiple references from regular customers, and don't hesitate to contact them to make sure they're real and to get their opinions. A dealer should also be willing to supply you with serial numbers of equipment so you can check the numbers with the original manufacturer.

Test Time

When you find a dealer that passes your initial investigation, place a small order for equipment that you'll regularly order. Thoroughly test the equipment as soon as it arrives to make sure it works as advertised, and if you're dissatisfied with the equipment or any other element of the transaction (such as shipping or billing),

Go Straight To The Source

Finding a reliable dealer might be easier than you think, especially if the manufacturer of your equipment deals used or refurbished hardware itself. The following companies all sell pre-owned versions of their products at significantly reduced prices.

- **APC** buy.apc.com/commerce; click View Products under Big Savings On Closeouts along the right side
- **Dell** outlet.dell.com; click Dell Outlet – Business & Education
- **HP** www.hp.com/sbs/bu/purchase_refurbished.html
- **IBM** www-03.ibm.com/financing/gars

contact the dealer for a resolution. Within the large volume of sales by many vendors, some mistakes are bound to happen, so don't write off a dealer before asking for a reasonable solution to your problem. Even if you don't have an explicit problem with the transaction, don't be afraid to call the dealer with any questions—your representative should be more than happy to assist you. If not, move on to another dealer.

After the first purchase, make increasingly larger buys and keep an eye on both the quality of the equipment and the relationship between the dealer and your company. If either continuously slips, you might need to start the process anew with another dealer. In most cases, however, you'll find that your prior homework will result in a long-term, healthy dealer relationship. **P**

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What's New In The Used & Refurbished Market?

Continued from Page 1

24-hour support, strategy consultation, customized equipment builds, and volume-based software leasing.

The creation of new services is designed to establish dealers as partners rather than just sellers. The distinction is crucial because it separates vendors from those who peddle their used equipment on auction sites such as eBay, says Dave Larson, president of Vibrant Technologies. "As smaller companies in particular have been trying to get more equipment for the same amount of money, they turn to places like eBay," he says. "On one hand, it's good if it works out, but if something goes

wrong with those machines, a company is out of luck. We decided to distinguish ourselves through our service as much as through our equipment."

Once a customer buys from Vibrant, he has a number of ser-

have chosen to limit what comes into their warehouses so that they can serve a niche market more effectively.

For example, Vibrant only buys and sells IBM RS/6000, HP 9000, Sun Microsystems, Cisco, and

"The obsolescence factor is accelerating. . . Leasing equipment, especially if it's already lower-cost machines, can be very gentle on a limited budget."

- Ralph Petta, Equipment Leasing Association

Service Station

Here are some of the services now being offered by sellers of used and refurbished equipment.

- Training
- Service and support
- Multiple delivery options
- Assistance with customization
- Deals on technology upgrades
- Single point of contact sales reps
- Warranty protection

vice options, from support and maintenance to advice on upgrades. A popular choice has been maintenance contracts, Larson notes. Some of Vibrant's SME customers are reluctant to have such contracts with large manufacturers because they're too expensive. By getting support through Vibrant, they often save money in the long run.

Niche Players

Another new development in the used market is increasing focus on specific industries or technologies. Instead of selling basically anything that they can get their hands on, some vendors

Compaq Proliant hardware, as well as some storage products. Because it has this kind of focus, it's able to keep its technical knowledge sharp and get better deals from manufacturers. Often, the company's prices represent a discount from the manufacturer's list price of between 20% and 80%.

Some dealers have started to specialize in a certain type of equipment, giving customers a broad selection in one specific area. For instance, Zerowait used to sell a huge range of technology but felt that volume selling lacked focus. Now, the company deals primarily with Network Appliance equipment. "The reason to

specialize is that we can be stronger in terms of technical support," says Mike Linett, president of Zerowait. "We're able to build more services, too, because we have limited scope. We're not trying to just sell and service everything." Linett compares the specialization trend to car repair, noting that a Lotus owner wouldn't go to a Ferrari dealership for parts. Companies that use Zerowait know they will have deep expertise in supporting their products, Linett adds.

Lease On Life

Because of the frequency of technology upgrades, many used and refurbished dealers have also been promoting their leasing services. Most provide the ability to "rent out" equipment to companies that need only short-term leases.

Currently, the strategy has somewhat limited spread but does show promise as an option in the future. Market research firm Gartner noted that SMEs don't generally lease their IT equipment, with only 3% leasing all their PCs and 12% leasing about half their desktops. Although Gartner doesn't tease out how many of those are in the new and refurbished category, it's likely the numbers are low.

But it's a tactic that should at least be considered, says Ralph Petta, vice president of industry services for the Equipment Leasing Association. "The obsolescence factor is accelerating, and companies are trying to keep up," he says. "Leasing equipment, espe-

Top Tips

Although the used and refurbished equipment market is changing, some classic bits of wisdom remain solid:

- Find out the equipment's history to determine its usage level; sometimes equipment will be like new if it's from a bankrupt company.
- Know about return policies before you purchase.
- In general, buy new servers for mission-critical tasks.
- Get buyer references and check them thoroughly; ask for buyers who shop with the vendor frequently.
- Check out the vendor and its support system to determine if managers are available at all times and if the company is part of an industry association.

cially if it's already lower-cost machines, can be very gentle on a limited budget."

A compelling reason to dabble in leasing is that many short-term options are available, Petta says. For most equipment, a four- to five-year lease used to be standard, but many now can be negotiated for one to two years.

As leasing options get more flexible, services are increased, and niche-focused vendors cement their knowledge with certain machines, it seems the time is ripe for SMEs to stop flinching and take a new look at older equipment. □

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Employee-Owned Notebooks May Become Normal

Continued from Page 1

Fiering says, "and they get a very strong attachment to the notebooks and in their particular work style. We are also getting a younger workforce that already has their own notebooks and are anxious to continue to use them rather than being stuck with the corporate notebook."

How It Will Work

Fiering says that Gartner is already seeing some of its clients encourage its employees to buy their own notebooks on an experimental basis. These businesses vary in size, but she believes that the small businesses are adopting this new model with the most vigor and that these businesses will likely be early adopters of this practice.

"It is becoming increasingly common with smaller businesses, where there is not a lot of capital," she says. "Basically, in order to be employed, you need to come with your own notebook. We see this with mechanics who bring their own tools, and increasingly with smaller businesses, notebooks are considered a business tool that you need to bring with you."

However, most of the time, the only way a business is going to make the employee-owned phenomenon take off is through a system of stipends. Employees would likely be given an allowance, similar to a corporate car allowance, to purchase and maintain the computer. The user would utilize a third-party group service for notebook support.

Tech Support For Employee-Owned Machines

Many IT managers likely scoff at the idea of employee-owned laptops flooding the workplace. After all, what happens when a machine breaks and the employee isn't able to work?

Gartner's Leslie Fiering believes that in order for this model to work, vendors will need to step up to the plate to provide special third-party tech support packages for the employees' machines. While the employee would have to share some of the responsibility for support, costs would be reduced through special packages and split between employee and employer. "So it is similar to a health plan, where the company pays part [and] the individual pays part," Fiering says.

"Much of the complexity and effort of managing the PC will pass to users and their support providers. The thinner image installed on user-owned devices will be significantly more standardized and easier to manage," says Gartner analyst Brian

owned machines right now," she says.

But she points out that the way we secure our networks is changing and that change will facilitate this new model for notebooks. "At one point we had all of our workers inside the castle; we had a huge moat, and we could protect everybody inside the castle and then we could keep everybody else out," Fiering says. "We no longer can depend on perimeter security to keep the

By The Numbers

In a Gartner survey, 60 of 200 respondents reported that at least 30% of their employees access company-owned resources with noncompany-owned devices today, and 102 respondents expect that at least 30% of their employees will do so by 2008.

operating system and environment that is totally sealed and as a result could be highly protected and the corporate data would only reside there," she says. "Then outside of that virtual machine the rest of the machine is then available for the individual to do whatever he or she likes."

Gartner predicts that by 2010 75% of PCs will have embedded virtualization capabilities

But according to Gammage, the first stumbling block toward adoption of the employee-owned model may not be technology or security. It may just be corporate culture and IT attitude.

"Cultural changes required to do this demand a willingness to let go of the physical asset and are often accompanied by a more general desire to redeploy IT resources toward 'value-add' rather than maintenance functions," Gammage says.

"None of this is possible unless the organization is willing and able to effectively distinguish its own responsibilities from those of the user. A shift in general approach from protecting users from themselves toward enabling users is a crucial first step." □

Gartner is already seeing some of its clients encourage its employees to buy their own notebooks on an experimental basis.

Gammage. "Moreover, the steady bloating of enterprise management responsibilities caused by encroachment of user 'stuff' will be contained." While there would still be cost on the books, the business would be able to claim it as an expense. The actual hardware asset would be off the books.

What About Security?

The biggest question from most IT managers about the plausibility of Gartner's forecast is the security angle. Fiering says that right now, not every organization is ready to handle the security issues that crop up when users bring personal notebooks to work.

"In cases where the data is very sensitive, they may not be the right candidates for personal

bad guys out. The perimeter is already very porous, and as we start to strengthen the security at the network level, we get to a situation where we've created the security so then we don't need to be as strict [with] the internal employees."

Mobile management tools have improved, and it is becoming much easier to control notebook security compliance for multiple types of devices.

Additionally, Fiering says that there is another factor on the horizon. As PC virtualization becomes more prevalent, organizations will be able to easily create a secure machine within the employee's notebook to secure sensitive data. "It will be possible to create a totally separate



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Where To Buy:



The SME & Reseller Channel Connection

Are Small To Midsized Enterprises Avoiding The Man In The Middle?

by Douglas Schweitzer, Sc.D.

• • •

RESELLERS MAKE their purchases in large quantities, which sometimes enables them to obtain the goods at a reduced price. They then sell those items to organizations or individuals at a price higher than they paid, often in value-added packages. Resellers have been seeing an increase in the number of their competitors in the last few years, so much so that they're finding it harder to continue selling generic products. When the price is the same whether you purchase through a reseller or directly from the manufacturer, some

companies opt to just buy the goods directly, if the manufacturer sells directly to the public. And many now do. Telecomp's CEO Angel Gomez says, "The reason for the turnaround is that these large companies are trying to scrape every last piece of market share."

Currently, however, most purchases are usually still made via the reseller channel, with sales directly from the manufacturer being outside the norm. When SMEs are faced with making an IT purchase, they're usually in the market for just one piece, sometimes several, but rarely more than a dozen, making them less attractive to the manufacturer. In fact, according to Mike Podanoffsky, CTO at Sharecube, "A single SME cannot get a large manufacturer's attention. Try as they might, unless you can purchase from a reseller that really cares about the SME, there is no significant leverage that can be used with very large companies."

For the manufacturer, selling via the reseller channel means reaching a larger customer base as those resellers can stimulate interest in a product where otherwise consumers may not have known of its existence. The thinking behind reseller channel partnering assumes that manufacturers are better off applying their resources to product development than applying those resources to direct marketing.

VARs and regional integrators are facing new challenges because more and more manufacturers are selling directly to the SME, and with good reason. The small to midsized business segment, which they target, is growing faster than the larger enterprise segment. Big suppliers such as Dell, IBM, and Cisco are showing growing

not so great. It is inevitable the vendors will target lower or smaller businesses to get their budgets aligned."

Getting Them Interested

How then does the SME foster big manufacturer interest? Podanoffsky offers some suggestions. He advises that representatives of the SME attend manufacturers' technomarketing sessions, using them to make contacts with insiders (such as vice presidents). He also suggests aligning with (or leading) a vertical market group. A group centered upon a vertical market can use its leverage to influence a manufacturer to its advantage.

Gomez concurs; no small business by itself can get big manufacturers to make something custom, for instance. Gomez says, "But a grouping of them can get an aggregate device made. Development is expensive, and they want to be able to pay for it. To grab the attention of a certain manufacturer, SMEs could group themselves into birds of a feather

and make a joint request of similar requirements. That gets a lot of attention from the large players."

Sidestep The Middleman

Big companies and manufacturers sometimes opt to sidestep the middleman and offer direct sales to individuals and the SME. While some vendors require a



interest in the SME and, while most of these larger vendors work with the reseller channel, VARs will have to change their ways to keep their customer base and remain profitable.

Steve Crutchley, president and CTO at 4FrontSecurity, says, "There is only so much the larger companies can and will buy—the sign-off limits have changed, and there's competition for budget money in many areas. Smaller business isn't under so much pressure yet. It's coming, but the competition for budget dollars is

minimum purchase order, others will accept orders of any size, no matter how small. Vendors claim to show the same level of care to all clients regardless of the size of their purchase, but in some cases, perhaps out of necessity due to volume, clients with larger orders will receive more attention than those with smaller orders.

Buying directly from the manufacturer can mean deep discounts and substantial savings for the SME. While it may reduce or eliminate face-to-face interaction between buyer and seller, the cost savings can be considerable as well as attractive for those firms that do not require add-ons to the original product. The VAR that repackages and improves a product and/or original equipment does so with the expectation of enjoying a profit—and that cannot be achieved without adding to the product's final cost.

Providing service and support (especially with multivendor solutions) is the real challenge that must be met by manufacturers that want to sell outside reseller channels.

Because the manufacturer deals only with its own product, it is able to provide the best expertise and technical support to the consumer. VAR employees, on the other hand, are required to understand the intricacies of a number of vendors' products and therefore may not have enough specific technical prowess readily on hand to address an SME's particular question or problem. An added plus for direct selling: Large, well-established manufacturers are less likely to disband their operations than are up-and-coming companies, and they usually work hard to retain their popular reputation with their clientele, including the SME. □

Dealing Directly

The list of companies that sell directly to the small to medium-sized enterprise is continually growing. Following are some of the more popular computer equipment manufacturers where the SME can purchase directly, avoiding the reseller channel.

Dell (Dell Direct Store)

www.dell.com

Click Home & Home Office in the lower left; under the Shopping Alternatives & Information heading in the lower right, click Dell Direct Stores.

Cisco Systems

www.cisco.com

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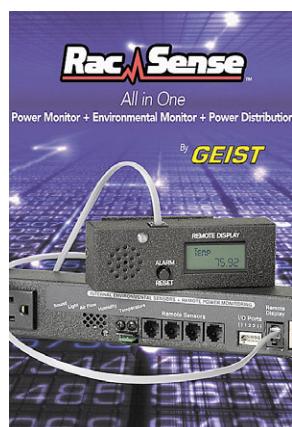
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Think Smaller: Weigh The Pros & Cons

A Small Vendor Might Be Just The Right Size For Your Needs

by David Garrett

HP, IBM, AND DELL are the biggest names in the tech business, but that doesn't mean they're always right for a midsized company. Sometimes the best choice for equipment, service, or plain-old advice is a smaller firm without the press profile—and price tag—of a marquee name.

Pros & Cons

Smaller vendors offer some big benefits. First and foremost, of course, is the level of service they can give you. With a small firm you're more likely to be a big client, and that means it's more important to keep you happy. A small vendor may also understand your needs better. It's true that big companies build solutions for the midmarket, but sometimes it takes one to know one. And a vendor that's the same size as you may have the same problems and pains you do. That translates into a closer fit with your business. And let's not forget the financial factor. A smaller vendor may have a smaller price tag than an



EDS or a Cisco, and it may be more willing to customize its products, as well.

It Ain't All Good

But small vendors have their drawbacks, too. They're more likely to go out of business, leaving your project, and by extension your reputation or maybe your career, in danger. Small firms also have trouble attracting world-class talent. As a result, they're not always as savvy as a billion-dollar business, and they're more likely to lose key personnel who get a better ticket elsewhere. Worse yet, a smaller firm may not have the staff to meet your needs and may be overtaxed with too many projects that compete with yours. Speaking of projects, the big boys have a battle-scarred project management process and expert project managers at their disposal. That can be a plus if you're a bear on the details of scope and timelines.

Mining For Diamonds

Finding a small vendor can take some work. Unlike the big firms, they don't buy full-page ads in *The Wall Street Journal*, and

they don't have the budget to advertise as widely as they'd like. Nor are they always forced to report information publicly because the SEC and other agencies only demand reports from companies with more than \$10 million in assets, 500 or more shareholders, or a listing on a public exchange.

So what should you do? Start by pulling up your favorite search engine. But rather than subject yourself to millions of search results, try an engine where the results are screened and approved by humans, not software. Yahoo! has one (just click Directory on its home page) and so does Google (visit www.google.com/dirhp). Spending a few seconds there can save you minutes and even hours in the long run.

If you'd like a more personal touch, ask around. Try your colleagues at other firms or people you know from working groups or conferences. They'll have first-hand knowledge of the vendors they've worked with, and they can tell you what to steer clear of as well as what to seek out.

And don't forget RFPs, or requests for proposals. They explain who you are and what you need, as well as the type of proposal you want and when it's due. Small vendors hungry for business constantly respond to RFPs, while big firms often ignore them unless they come from other big firms.

Learning To Trust

Once you've found a small vendor you'd like to work with, how do you trust it? A few safeguards can help. First, make sure you have a highly detailed proposal. If it comes with a project plan, even better. Second, dig into your vendor's background. Check its references and see if you can find a few clients it did not reference in its sales pitch. You want a full view of what your vendor has to offer, including the warts.

If you're starting a large project, invest in a Dun & Bradstreet report on your vendor. D&B tracks a company's credit rating and financial performance and can help you determine if your vendor is a shade away from bankruptcy.

Lastly, rely on a rock-solid contract or SLA. Spell out what's expected of your vendor in minute detail and include incentives to

make it perform. If, for instance, your ASP's servers go down, your SLA should compel your vendor to pay you for downtime. There's no better incentive than a kick in the wallet, which a firm with a global presence and hundreds of thousands of employees might not agree to. That's just one of the reasons a small vendor can be right for you and a good reason to find one today. □

Using Processor

If you're looking for a smaller vendor, *Processor* is a great place to start. In fact, it's got all you need to conduct a complete search in print or online at www.processor.com.

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Product Releases

COMMUNICATIONS

Security

■ The new Astaro Security Gateway 525 is the flagship of **Astaro's** family of unified threat management network security devices. With dual 3.2GHz Intel Xeon CPUs and 4GB of memory, it delivers firewall throughput of over 3Gbps. The Astaro Security Gateway 525 (\$19,995) has two hot-swappable RAID controlled 120GB SATA hard drives, two hot-swappable power supplies, and 10 copper gigabit ports. The Astaro Security Gateway 525F (\$21,995) incorporates the same features but offers four copper gigabit and six SFP ports (which can be outfitted with 1000Base SX/LX mini-GBIC fiber interfaces). IT managers will enjoy a package of protection against the following threats: viruses, spam, spyware, and phishing schemes. Other features include content filtering, intrusion protection, and a VPN gateway.

■ **D-Link** announced a partnership with CheckPoint that will allow D-Link to create a new line of security appliances for SMEs.

The new appliances will run CheckPoint's Embedded NGX with Application Intelligence to provide a stateful inspection firewall, antivirus prevention at the network gateway, intrusion protection, content filtering, and VPN access in a single device. The new NetDefend products will also feature management tools, including auto-updates, and they'll allow administrators to outsource management to a third party.

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■ **EpicTide** and **AEP Networks** launched a HIPAA compliance and secure application access device. Designed to address the compliance needs of healthcare providers, the device features AEP's remote access capabilities and EpicTide's auditing and log centralization functions. The unit will let users create various analytics, including trending on application access and security issues.

.....

■ **Sensory Networks** released its latest IPS accelerator, the NodalCore IPS Accelerator. It's targeting the system at users of IDS, IPS, and UTM (Unified Threat Management) systems. The accelerator supports the Snort engine and performs

content inspection of network traffic. It also assesses Snort rules in real time. The system supports Snort 2.4 and older, as well as TCP stream reassembly, URI decoding, and IP defragmentation. The system can handle 1Gbps end-to-end throughput with 60,000 loaded rules.

Switch

■ **Foundry Networks** introduced two ServerIronGT Layer 4-7 switches, designed for Web and VoIP applications. Both units are 10GbE capable and feature efficient load balancing, intelligent content switching, and Advanced Layer 2/3 switching and routing. The C Series comes in a 2U rack-mountable form factor and features three slots. The E Series switches are larger to facilitate four slots and a front-oriented power supply. The ServerIronGT C10Gx2 and the ServerIronGT E10Gx2P are available for \$39,995 each. Optional SSL acceleration modules and the required XENPAK Optics are sold separately.

Telephony

■ **Vertical Communications** introduced InstantOffice 7.0, which harnesses the SIP standard to give IT professionals the ability

to create a true channel for handling voice across entire networks. Vertical designed InstantOffice 7.0, a platform that consolidates voice, data networking, and voice applications, for retailers with hundreds or thousands of stores. InstantOffice 7.0 users don't have to commit to a pure IP environment. Because of Vertical's open IP approach, consumers can set up a customized balance of digital, analog, wireless, and IP phones. InstantOffice 7.0 supports the following Vertical SIP phones: 9112i, 9133i, and 480i. It's also compatible with a number of softphones.

END NODES

Data Collection

■ The PowerScan 7000 Standard Range Linear Imaging Scanner is a new industrial handheld scanner from **PSC**. Intended for package tracking, shipping and receiving, manufacturing, and warehouse use, the PowerScan 7000 is billed as exceptionally rugged, durable, and reliable. It reads all 1D symbologies and PDF-417 data and offers multiple interfaces.

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Go to Page 17

Simplify Power Management

Aphel's rPower Remote Power Management Makes Managing Power Easy & Efficient

by Frederick Nevin

• • •

THE QUALITY OF automobiles is often judged by the features they have. Those with the most features are traditionally judged as better than those without. Aphel Technologies believes this is not necessarily the case and is trying to prove that less can be more with its new rPower Remote Power Management for data centers and IT applications.

Featuring an 8-channel, auto-scrolling capability, the rPower RS232-enabled meter provides monitoring for 20A to 60A (12V to 208V) rackmount enclosure power solutions.

Users with weak eyesight won't struggle to read the high-resolution color display, as it is designed to be viewed from 12 feet or

through the enclosure door perforation. This is unlike traditional ammeters that require the user to be in close proximity. According to Kevin Macomber, vice president of business and product development at Aphel Technologies, the display was designed to accommodate the majority of its users—45 years of age with eyesight that is weaker than younger users. "Quickly, they can walk by and see what is being done with their power," he says.

rPower, says Macomber, reflects a product that is "smart and technically sound." Aside from ammeters, the device connects to traditional console port switches and can be managed simultaneously with other RS232-based devices. "Power is a lot to manage," says Macomber. "It has got to be easy for the customer to use. We believe rPower meets this standard."

There are many power management devices on the market. APC and Lantronix both make power management systems for data centers and IT equipment. APC makes a variety of power devices, including the Switched Rack Power Distribution unit.

rPower reflects a product that is "smart and technically sound."

Kevin Macomber, Aphel Technologies



SNAPSHOT

Aphel Technologies rPower Remote Power Management for data centers and IT applications

\$350 to \$1,200

Features monitoring for 20A to 60A rackmount enclosure power solutions, with a high-resolution color display that can be viewed from 12 feet or through the enclosure door perforation

www.Processor.com/Aphel

How power is used can be viewed remotely or locally via digital display. Also, alarms are generated according to user-defined thresholds to alert users of potential circuit overloads. Meanwhile, Lantronix makes the SecureLinx SLP power management tool. It combines power distribution with power management and load measurement and can monitor and manage power to data center equipment from anywhere over an IP network or the Internet. The SecureLinx SLP's flexibility and control reduce the risk of downtime, according to Lantronix. □

Power Management

www.Processor.com/Aphel



The rPower RS232-enabled meter features an eight-channel, auto-scrolling capability and provides remote monitoring for 20-60 Amp (125 / 208 Volt) rackmount enclosure power solutions. rPower also has a high-res color display that can be viewed from as far away as 12 feet. In addition, the device connects to traditional console port switches and can be managed simultaneously with other RS232-based devices.



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Product Releases

Continued from Page 16

■ A Class 2 laser bar code scanner worn on the finger like a ring—that's **Socket's** new Cordless Ring Scanner 9P. In contrast to a bulky gun scanner that must be picked up and triggered, the CRS 9P is as easy to use as pointing a finger. The rugged ring, fashioned by cunning craftsmen of Liquid-metal, is connected to a wrist-mounted sending unit that uses Class 1 Bluetooth to wirelessly signal a mobile computer. The scanner comes with SocketScan keyboard emulation software for Windows, Palm, and Symbian platforms.

Imaging & Printing

■ **Savin** announced a new line of MFPs (multifunction products), the Savin 8016/8020/8020d Digital Imaging Systems. These were developed to replace the Savin 4015/4018/4018d Series. With the new series comes faster throughput speed and a wider range of capabilities than with any other line of Savin MFPs. This 8000 series connects to a LAN or wireless network. If you link one of these devices through an office network you can send e-files from a workstation to be printed at a later time, or you can also receive incoming faxes to a system or even directly to your desktop. These products are available ranging from \$2,300 to \$3,350.

KVM & Console Access

■ **Minicom Advanced Systems** introduced the SmartRack 16 KVM switch and KVM.net. The SmartRack 16 is a 1U rack drawer with a 17-inch LCD monitor and an integrated 16-port CAT5 KVM switch. KVM.net provides IT users a single point of access with centralized management to servers and network devices using global remote KVM access.

Mobile

■ **Symbol Technologies'** MC70 mobile computer is the industry's first rugged EDA (Enterprise Digital Assistant). The MC70 features a host of different communications methods, such as cellular voice/data communications, Wi-Fi, and Bluetooth. Designed to withstand exposure to dust and water and 4-foot drops to concrete, the MC70 is ideal for industries such as field sales, manufacturing, and transportation and logistics. Symbol's partnership with Cingular Wireless gives the MC70 the ability to connect to high-speed EDGE networks based on the GSM wireless standard. Prices for the MC70 range between \$2,195 and \$2,845.

Point Of Sale

■ **PSC's** new Magellan 9500U Dual Antenna is a fast (6,400 scan lines per second)

fixed scanner for POS applications. It increases EAS tag deactivation rates by more than 30%, reducing false alarms as paying customers try to leave the store. Using SmartSentry firmware and a Sensormatic ScanMax Pro EAS controller manageable over an RS-232 link, the Magellan 9500U Dual Antenna keeps EAS tags from being deactivated without also reading a bar code. This might deter some theft, PSC believes.

Server

■ **Performance Technologies'** new CPC-5564 Single Board Computer is the first CompactPCI 2.16 blade server to feature AMD's single- and dual-core Opteron processors. Support for 1.8GHz dual-core AMD Opteron processors is important because dual-core designs provide increased performance without additional heat and power consumption created by increasing clock speed alone. Memory options include 2GB, 4GB, and 8GB configurations. The system includes dual Gigabit Ethernet and support for 64-bit PCI Express and PCI-E x8 interfaces. Four SATA or one PATA channels are available. The CPC5564 is compatible with Performance Technologies' Advanced Managed Platform, which provides managed platforms targeting specific applications.

Storage

■ **AMCC** released its 3ware Sidecar external RAID controller, which supports PowerMac G5 Quad workstations. The device lets users expand storage capacity by up to 2TB. The storage company is targeting users involved in graphics, digital video capture, and post-production. The 3ware Sidecar external RAID controller will be available in the second quarter of 2006.

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■ **iQstor Networks** announced the iQ2280 Storage System, which features 4Gb Fibre Channel to SATA II interface, designed for financial, legal, and educational institutions. The device comes in a 3U rack-mountable enclosure and supports up to 15 SATA II hard drives for 7.5TB of storage space (using 500GB drives). The iQ2280 also supports Native Command Queuing and a 3Gbps transfer rate. Other features include dual active-active storage controllers with transparent failover, four host ports, and RAID 0, 1, 1+0, 3, 5, 50, and 6 capabilities.

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■ **LSI Logic** released its two new 3Gbps Serial Attached SCSI expanders. The LSISASx36 and LSISASx28 offer 36 and 28 fully-independent SAS and SATA ports, which let users connect several initiator and

Go to Page 18

Don't Be Caught Offline

Be Ready To Take Control With NetScout nGenius Performance Manager Standby Server

by Ed Tittel

· · ·

TO UNDERSTAND THE value and importance of the nGenius Performance Manager Standby Server, one must first do likewise for the related nGenius Performance Manager product itself. This software package supports numerous important performance management tasks of vital import on enterprise networks, with a special emphasis on mission-critical, publicly-accessible servers on which ecommerce or other key business functions may be conducted. The nGenius Performance Manager software runs on one or more servers (which may be Windows, Linux, or Solaris) and handles tasks, including performance analytics, application monitoring,

capacity planning, network troubleshooting, fault prevention, and service-level management.

Enterprises and organizations that depend on application and service availability, or that must honor quality of service metrics or service-level agreements, are particularly likely to find the nGenius Performance Manager environment a useful and important addition to their runtime environments.

In a nutshell, the nGenius Performance Manager Standby Server maintains copies of all key files, records, and configuration

data from the primary Performance Manager server. This information is essentially a hot standby, updated every 15 minutes with an image-level copy of everything that's on the primary server. Should the primary server fail or go offline for any reason, the Standby Server can step in to carry out all of the primary server's responsibilities without any loss of service or data that the primary server routinely logs and stores. In an era when compliance with data acquisition and retention rules and regulations is

mandated, the standby server can prevent service interruptions or loss of data that enterprises and organizations may be required to maintain.

NetScout's nGenius solutions cover a wide range of functionality that helps them find partners among organizations that might appear to be competitors. Although nGenius solutions are competitive with performance management offerings from the likes of Concord (now CA) and Fluke Networks, it complements system and network management platforms/environments such as IBM Tivoli and HP OpenView and even performance modeling vendor OPNET. Specifically, NetScout enjoys friendly partner relations with HP and OPNET among this group. Given that pricing of a standby server starts at \$25,000 and the typical six-figure entry points into nGenius solutions in the first place, those

The Standby server can prevent service interruptions or loss of data.

SNAPSHOT

nGenius Performance Manager Standby Server

\$25,000 and up (software-only for Windows and Solaris servers or pre-loaded on Windows or Red Hat Linux appliances)

Standby server maintains a regularly updated and replicated copy of a primary performance management server's data and configuration settings so that should the primary fail or go offline, administrators can enable the standby to take control of all performance management functions

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willing to invest such large sums in creating available and resilient monitoring and management solutions are bound to insist that component vendors play well together in any case. **P**

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Product Releases

Continued from Page 17

target devices to the external storage environment. Both expanders feature zoning for storage partitioning applications and self-discovery and self-configuration capabilities. The included firmware comes with an application interface for controlling SEP functions, but customers can customize the firmware using the LSI Logic Software Development Kit.

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■ **New from QLogic** are the SANblade Pro 2440 and 2460 families of 4Gb Fibre Channel host bus adapters for the enterprise. The 2440 reads 202,000 I/Ops per second and the 2460 reaches 304,000 I/Ops. The HBAs recheck parity or ECC before stripping out an old data reliability check and uses technologies such as Intelligent Interleaved DMA and Out-Of-Order Frame Reassembly to ensure high performance and data safety.

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■ **Seagate** added perpendicular recording technology to its Momentus line of 2.5-inch notebook hard drives. The new technology records data bits on their end rather than flat on the disc. This technique uses less

space allowing Seagate to pack more capacity on each drive. The new Momentus 5400.3 drive includes a 132GB per square inch areal density to produce a 160GB notebook hard drive. Perpendicular recording, however, offers additional benefits beyond increasing capacity. The orientation of data on the drive lets more data pass under the disk heads for any given time. This provides performance gains without increasing power consumption. The Momentus 5400.3 operates at 5,400rpm but uses as much power as a 4,200rpm drive. The Momentus 5400.3 is only available with an Ultra ATA 100 interface, but Seagate plans to introduce a SATA version in the near future.

Thin Client

■ **Neoware** introduced two new thin clients, the Neoware e90 and Neoware e140. Both thin clients are available for Windows CE, Windows XP Embedded, and Linux and are compatible with management programs, such as Neoware ezRemote Manager, IBM Tivoli, Microsoft SMS, and Altiris. The Neoware e90 has a smaller-than-usual footprint thanks to its internal power supply.

This thin client also has three USB ports, two serial ports, one parallel port, and PS/2 keyboard and mouse ports. The Neoware e140 includes DVI and has an optional PCI slot for wireless cards, dual-head video, and other add-on functions. The e90 starts at \$369, and the e140 starts at \$419.

SOFTWARE

Application & Web Development

■ **SCO** announced the availability of MySQL Network for SCO OpenServer 6. MySQL Network is a program that provides businesses with what they need to develop and deploy an ANSI-SQL (American National Standards Institute Structured Query Language) database with MySQL. MySQL Network for SCO OpenServer 6 includes support from MySQL software developers and access to the MySQL Knowledgebase, which contains hundreds of articles on troubleshooting, performance tips, and practices to keep your system working well. Also included in the MySQL Network for OpenServer 6 is the MySQL Update Advisor, which alerts users of newly released MySQL-certified

software, and a Technical Alert Advisor, which will notify customers about potentially threatening issues that may jeopardize the health of their computing environment.

Business Productivity

■ **Corel** unveiled Corel WordPerfect Office X3, available in Standard and Home editions, as an alternative to Microsoft's Office suite. WordPerfect Office X3 Standard Edition (\$159.99) includes the following applications: WordPerfect X3, Quattro Pro X3, Presentations X3, WordPerfect MAIL, and Presentations Graphics X3. The Home Edition (\$79.99 after \$20 mail-in rebate) includes WordPerfect X3, Quattro Pro X3, Corel Photo Album 6, Pinnacle Studio SE, Pinnacle Instant CD/DVD LE 8, Norton Internet Security 2006, and two WordPerfect Office Ready Template Packs (Home and School Essentials and Personal Finance).

Database & Data Mining

■ **Red Gate Software** released SQL Backup Pro Edition, which is designed to provide high-performance backup and

Go to Page 19

Secure Collaboration Solution Now Available

Includes Remote Help Desk, Web Conferencing, Instant Messaging & Secure VoIP Chat

by David L. Burkett

• • •

AVENTAIL HAS DESIGNED a network appliance that will work with its SSL VPN products. This device uses integrated VoIP, secured by VPN tunnels to provide features such as videoconferencing, instant messaging, collaboration, and remote help desk. The device connects (via a Web portal) authorized users who are Internet connected by various devices, such as laptop, desktop, PDA, or phone, and platforms such as Windows, Mac, Linux, and Pocket PC.

The Collaboration device is integrated with Aventail's Smart SSL VPN so that policy and control can be centrally maintained by IT managers and administrators and provides a single gateway, using a single sign-on to the various features. The unit requires a 1U (1.75-inch) rack space and

has an ether 10/100 port which provides sufficient bandwidth for 500 users. It is connected between an SSL VPN gateway and the corporate network. Remote users trying to establish collaboration over the Internet must first authenticate to the VPN gateway and then may set up conferences by creating the necessary SSL links. Once initiated, the conference traffic may be archived for later analysis and evidence of how sensitive data was handled, as may be required by industry and government regulations for privacy.

Setting up a conference is simple. The organizing user logs on to the Secure Collaboration appliance and selects the users they want to invite to the conference via

email. The conferees then log on to the appliance at the appointed time. The first time a user logs on to a conference, the Secure Collaboration appliance downloads the client software to her device. This agent is then cached on the remote machine for

use in future conferences and collaboration. The Collaboration portal allows instant conversations, ad hoc collaboration, and scheduled meetings between users and groups.

When using the help desk facility of the Secure Collaboration portal, the user logs on and clicks the help desk link. This requires only that the user's device be network connected and be VoIP- and text-enabled.

Aventail's 12X5 support is available in addition to the Collaboration device for \$749 per year and covers 10 concurrent users. Both hardware replacement and software upgrades are included.

The inclusion of the videoconferencing feature sets the Secure Collaboration product apart from competitive products currently offered by Juniper and Citrix. The Collaboration appliance will ship by the end of March and is sold through Aventail's VAR channels. □



SNAPSHOT

Aventail Secure Collaboration

Prices start at \$4,995 for 10 concurrent users; 12X5 support is an additional \$749

Secure Collaboration includes tools using VoIP chat for up to 500 concurrent users.

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Product Releases

Continued from Page 18

recovery for enterprise-level SQL Server implementations. SQL Backup Pro Edition provides multiple encryption levels up to 256-bit using the AES algorithm. The software lets users connect and manage all server backups remotely from a central client-based GUI and take advantage of wizards to plan SQL backups and automate log shipping. Object-level recovery and log analysis is provided through SQL Log Rescue.

Messaging & Groupware

■ **Microsoft** announced a group of tools designed to help organizations migrate from their Lotus Notes/Domino application environment to Microsoft's collaboration platform. These new tools include the Microsoft Application Analyzer 2006 for Lotus Domino, Microsoft Data Migrator 2006 for Lotus Domino, and new Windows SharePoint Services Application Templates. All of these tools will be available for free download with release dates throughout 2006. Additionally, Microsoft announced immediate availability of updated message and calendar migration and coexistence tools with Exchange Connector for Lotus Notes/Domino, Exchange Calendar Connector for Lotus Notes/Domino, and Migration Wizard for Lotus Notes/Domino.

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■ **iAnywhere**'s new Sales Anywhere for salesforce.com's AppExchange provides mobile workers with access to company data shared through Salesforce software. Sales Anywhere runs on Palm OS, Windows Mobile, and BlackBerry devices, and it works regardless of whether the user has a wireless network connection (meaning the software is accessible while on a flight). Sales Anywhere provides both read and write access to Salesforce accounts, contacts, opportunities, tasks, and events. The software is available from AppExchange (www.appexchange.com), which includes more than 150 applications Salesforce customers can add to their existing Salesforce software.

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■ **Sendia** announced WorkSpace CRM for salesforce.com's AppExchange. WorkSpace CRM is built using the combination of salesforce.com's AppExchange and Sendia's Wireless WorkSpace, which together give salesforce.com customers wireless access to AppExchange applications directly from a handheld device such as a RIM BlackBerry, Palm Treo, or Windows Mobile device. Wireless WorkSpace for AppExchange employs custom-object support to wirelessly enable virtually any combination of Salesforce and third-party functionality.

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Network & Systems Management

■ **AdventNet** is targeting SMEs with the latest version of its network monitoring software. ManageEngine OpManager Premium, which automates many network monitoring tasks, has several important features. Active Directory Monitoring quickly detects network problems, and Exchange Monitoring supports Microsoft Exchange 2000/2003 servers. The software also has support for porting data to MS SQL databases. AdventNet upgraded the utility's graphs and reports, which now support custom fields. AdventNet offers a free version (OpManager Free Edition), which supports up to 20 devices. It also offers 30-day evaluations to companies that need to test it with more than 20 devices.

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■ **PlateSpin** announced that its new product, PowerConvert 5.2, has enhanced support for Microsoft Virtual Server 2005 R2/2003 R2, as well as Symantec LiveState 6.0. PowerConvert includes OS Portability technology for flexibility in data, application, and OS migration in physical, virtual, blade, and mixed environments. The product is ideal for applications such as server consolidation, disaster recovery, hardware migration, data center relocation, and data center optimization. PowerConvert includes error reporting, troubleshooting tools,

.....

integration with PlateSpin's online knowledge base, migration automation, multisubnet support, full-duplex network support, and enhanced server discovery. PowerConvert 5.2 is available in three editions, with prices starting at \$120 per conversion for the PowerConvert for Consolidation edition. PlateSpin also includes PowerConvert Universal and PowerConvert for Recover editions. Volume discounts are available, with prices based on the selected edition, number of uses, and number of servers.

Security

■ **AlterPoint** is targeting enterprises with the latest version of its DeviceAuthority network security and compliance software. DeviceAuthority 4.0 has an expanded policy engine. It lets administrators assign rules to devices or groups. The program can also validate changes to devices as they happen. It also monitors all users' actions and includes reason codes. The program separates auditors and administrators and supports customizable user permissions. The software also has better external security system integration with TACACS+, RADIUS, and CiscoSecure ACS, among others. It also has lifecycle tracking, activity logging, and user action auditing features.

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Go to Page 20

Network Diagnosis

Tsarfin NetInfo 5.7 Offers Low Cost & Simple Operation

by Alan Petraske

• • •

MOST NETWORK SOFTWARE comes with some level of monitoring and management capability, but IT departments often appreciate being able to choose from a range of additional tools, given that every company has needs that can vary widely.

Tsarfin Computing's NetInfo is a collection of 15 network tools, organized as independent windows, which allows network administrators to isolate faults, process diagnostic data, and increase internal network security.

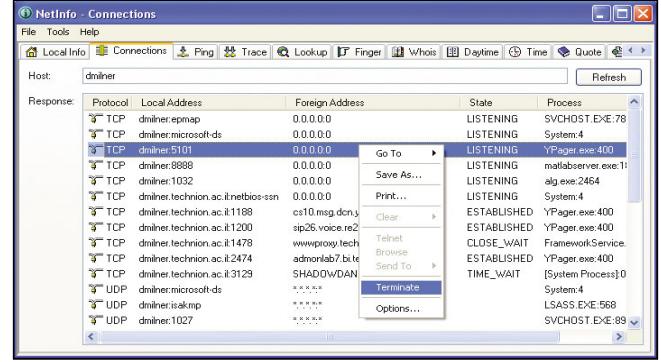
For example, if you need system IP addresses and MAC addresses and information about the local host and currently active version of the Windows sockets, you can use the Local Info tool. The Connections tool displays all local TCP/IP connections and their foreign connection IP address. NetInfo's Lookup tool lets you perform DNS forward and reverse lookup queries on host names and IP addresses. Need to know which users are currently logged on to a specified network server? The Finger tool takes

To display the HTML header code and the page data for any Web page address, use the HTML tool. The Services tool can tell you the available network services, such as HTTP, Telnet, DNS, and SMTP, for a particular host. Use the E-Mail tool to verify any email address by simply entering a full user principal name (user@domain.com).

NetInfo can be loaded on startup and can support customized alerts for each monitored resource, raise audible alarms, send email alerts, and run other applications when it detects server outages. It also provides real-time reporting and status logging and has features for finding spammers, tracing hackers, and hunting porn promoters.

Once you register the software, you can use the online services of what Tsarfin calls the Web Center, a collection of news, services, and network tools. Many duplicate the functions of the local tools but run on remote servers, useful for problems that make you wonder if whatever is wrong with a machine or service is only wrong from where you sit. If a problem lies beyond your realm of control and you don't know whom to contact about it, NetInfo will give you a name, email address, and phone number.

Competing products include NetRanger 3.1 from Conceiva, NetScanTools Pro from Northwest Performance Software, and OstroSoft Internet Tools from OstroSoft. They are comparably priced and match some but not all of



SNAPSHOT

Tsarfin Computing NetInfo 5.7

Starts at \$79.95

A multiplatform, multitasking utility that provides a suite of 15 functions for discovering TCP/IP network information

www.tsarfin.com

the NetInfo tools. Features unique to NetInfo include the HTML and E-Mail tools and the WebCenter. NetInfo has also been top-rated by Internet downloading sites for its technical support and ease of use. 

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Product Releases

Continued from Page 19

■ **Kasten Chase and Optica Technologies** announced a channel-based encryption product for mainframe storage. The product includes Kasten Chase's encryption and key-management platform, Assurance Keystone, with Optica's mainframe connectivity tools. Assurance Keystone includes ICSF (Integrated Cryptographic Services Facility) for integration with IBM's encryption services. The new product from Kasten Chase and Optica Technologies offers transparent data encryption for ESCON and FICON communication channels.

Storage

■ **BakBone Software** released NetVault: Backup version 7.4, a backup and recovery application for midsized organizations, distributed enterprises, and corporate data centers with complex, multiplatform environments. This version has added data protection support for VMware ESX Server environments and command-line interface tools to enable script-based client management and complete job definition control for more automated deployments. The company also

improved performance and enhanced backup administration.

■ **NovaStor** announced NovaNET 10, a global backup product that works with a combination of Windows, Linux, and Novell environments. The latest version of NovaNET includes modular scalability, Disk-to-Disk-to-Many for creating virtual libraries, true bare metal disaster recovery tools, built-in tuning logic that takes advantage of up to 340 data streams, cross-platform support, multilanguage support, and a new GUI with several wizards. NovaNET 10 costs \$499 for a single installation. Additional server and application support modules range in price from \$199 to \$599 each.

■ **XOsoft** announced it will be teaming up with BMC Software to integrate XOsoft's WANSync replication technology with the embedded CDP (Continuous Data Protection) technology already found in BMC's SQL-BackTrack backup and recovery software. This offering will target application and file servers using both Windows and Unix platforms. Users will notice an improvement of system availability

because this recovery tool works faster than previous offerings from BMC. The improved SQL-BackTrack will also let users achieve enhanced RTOs (Recovery Time Objectives) and offers more granular RPOs (Recovery Point Objectives).

SERVICES

Network & Systems Management

■ **GoRemote** announced GoRemote EMS (Enhanced Management Services). This new service lets medium-sized and large businesses manage the configuration of multiple network devices, implement and audit regulatory compliance standards, and generate reports from a central location. EMS is compatible with more than 400 network devices, including load balancers, switches, routers, firewalls, and WAPs. GoRemote EMS services will be available in the first quarter. GoRemote also announced the GoRemote Retail-Connection service, a secure, managed IP VPN service for connecting retail locations to centralized customer databases, networks, and payment processing centers via high-speed broadband networks. By providing a complete virtual business

network, GoRemote RetailConnection helps businesses lower total transaction costs, reduce payment processing times, receive real-time sales information, and more. GoRemote's broadband network covers more than 150 North American cable and DSL providers, making the RetailConnection service available around the country.

Security

■ **Cybertrust** announced enhancements to its OCP (Online Compliance Program), a program designed to help PSPs (payment service providers) comply with the PCI Data Security Standard. These additions to OCP give acquiring banks the ability to filter merchants based on criteria such as compliance status, compliance validation activities, and merchant levels. Users can also export reports to Microsoft Excel and customize merchant reports or change data easily using the spreadsheet program. In addition, OCP offers a self-assessment questionnaire that merchants and PSPs can complete. This questionnaire can be used on all levels of PSPs and merchants to assess a current security status and determine if it is adequate.

ATEN's Slideaway LCD KVM Console

New Model Helps Network Administrators Control Multiple Devices From A Single Console

by Tony Bradley

■ **ATEN INTERNATIONAL**, headquartered in Taiwan, has been developing remote connectivity and KVM products since 1979. Recently, it developed a new KVM product designed to let network administrators control and manage multiple servers from a single, 1U rackmounted console.

The ATEN CL-1200 does not contain any KVM functionality itself. It is a slideaway LCD console that can be connected with an existing ATEN KVM infrastructure to provide central management and administration of network devices. The ATEN CL-1200 is

slideaway LCD console is available with either a 15- or 17-inch LCD screen and can be purchased with ATEN's optional Easy Installation Kit, which is designed to simplify the rackmounting process, so an individual can manage it alone.

Similar to competing rack-mounted KVM consoles from Rackmount Solutions, Recortec, and Arise Computer, the ATEN product line enables the management of multiple servers through a single LCD console that slides away when not in use, taking up only 1U of rack space. Through daisy-chaining multiple KVMs together, the ATEN CL-1200 is

capable of handling up to 512 servers from a single console.

The current port being displayed or managed from the ATEN console can be selected through push buttons on the keyboard panel, assigned hotkeys, or via a menu on the on-screen display. Display Data Channel emulation within the LCD monitor allows the console to automatically adjust to the best possible display settings for the server being managed, and a broadcast function lets administrators send commands to all servers at once if necessary.

Rojin Liao, product marketing associate for ATEN Technology,



SNAPSHOT

ATEN CL-1200 Slideaway LCD Console

\$1,699 to \$1,999

ATEN LCD KVM devices can be daisy-chained to let administrators control up to 512 separate servers from a single, rackmounted, 1U device

www.Processor.com/ATEN

says a key benefit to the ATEN product line is its flexibility. "ATEN offers multiplatform support—PC, Mac, [and] Sun using CAT5-to-PS/2 and CAT5-to-USB adapters. ATEN is the first KVM company to provide support for USB ports, [and] three ATEN KVM solutions have achieved Sun Solaris Ready Certification.

ATEN serial management solutions control serial devices such as routers, hubs, modems, and UPSes right at the rack and support TCP/IP, Telnet, SSH, SSL, PPP, Solaris, MacOS, Linux, and Windows 2003 servers."

ATEN makes versions of the CL-1200 that include KVM capabilities. The CL-1208 and CL-1216 are available now, except in North America. Because of an exclusivity arrangement with an undisclosed OEM partner in North America, ATEN does not market these two devices directly on the continent. The CL-1200 console, which does not contain an integrated KVM switch but provides an interface to manage existing ATEN KVM switches, is available for purchase in North America. 

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Manufacturer Presentation
 Communications - Security Advertisement

Reflex Security Adds Multi-Gig Solution to Network IPS Suite



Reflex Security, Inc., a leader in network intrusion prevention solutions, has developed a new multi-gigabit intrusion prevention solution, the Reflex IPS MG™. The Reflex IPS MG identifies, analyzes and responds to internal and external security threats in real-time through comprehensive threat detection and prevention techniques. Operating inline at speeds of up to 5 gigabits per second, the Reflex IPS MG eliminates the tradeoff between effective security and scalable performance.

The Reflex IPS MG delivers improved security, increased reliability and performance to prevent today's most serious network security threats. **The Reflex IPS MG vastly outperforms traditional solutions.** It leverages a wire-speed, multi-gigabit packet-handling architecture, which utilizes application specific integrated circuit (ASIC) network interface modules that balance loads across multiple CPUs.

"In the past, protection of high-speed enterprise network segments meant compromising security for performance," said Hezi Moore, Reflex Security Founder and CTO. "As a result, organizations deploying network intrusion prevention systems are no longer forced to choose between offline, IDS-converted systems or purely ASIC-based solutions that promise speed but are limited in adaptability and slow to respond to new security threats."



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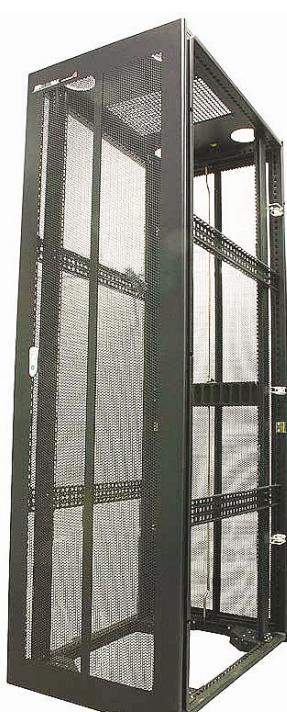
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For adaptability, DuraRak offers models with optional side panels that allow multiple units to be joined together, making server rooms easily expandable. Additionally, DuraRak offers clearly numbered rails to make the planning and installation of network equipment effortless. The quick release, perforated mesh doors improve equipment reliability by maximizing passive airflow.

"DuraRak is ready for the next generation of rackmount and blade servers," notes Robert Brookes, senior product manager at StarTech.com. "Servers are running hotter and require larger depths, so customers will be ready for the future with DuraRak's great passive cooling and available 42" depth."

The DuraRak line offers a large selection of server rack enclosures in a range of sizes and styles including open and closed rack- and wall-mount units. DuraRak is ideal for data centers, industrial control centers, telecommunications closets, A/V control centers or any situation where network equipment needs to be organized and secure. Additionally, most DuraRak units ship fully assembled, greatly reducing installation time.

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OPINIONS

INFO-TECH • INSIGHT

Patent Trolls Cost Us Dearly

The world is filled with inventors who built better mousetraps and then failed to figure out how to sell them. They either died trying or went back to whatever it was that they did before their dream died.

Lately, a number of failed entities have decided that failure is not an option. Even though they haven't succeeded in marketing their fancy new inventions, they've managed to carve out an interesting sideline by suing companies that have eventually managed to gain market traction with a similar idea.

I realize I'm treading into highly dangerous territory. IP (intellectual property) represents a fundamental building block of the U.S. patent system. It ensures that those who come up with brilliant ideas are protected from those whose brilliance lies in stealing the brilliant ideas of others. It protects the little guy from big entities with deep pockets and gives any Average Joe a fighting chance to take the fancy new widget out of the basement and bring it to market.

So allow me to state for the record that I'm all for fair competition.

But fairness cuts both ways, and I tend to take issue when

companies use the law to build a business that would not have otherwise succeeded on its own. Such entities are often referred to as "patent trolls." They scoop up patents and then lie quietly in wait until a real company brings real product to market. Then they pounce.

It's a business model that doesn't exactly merit top billing in business school but nevertheless seems to have recently gained an alarming level of popularity.

A Wireless War

For the past four years, we've watched a small email carrier with no products and no clients take on the established wireless email leader in a patent infringement case that threatens to rewrite the future of IP law.

NTP sued Research In Motion in 2001, claiming that RIM's BlackBerry service violated a number of NTP's patents for radio-based email service. The two sides have been bickering in court ever since and are currently negotiating a final settlement that could result in RIM paying NTP upward of \$1 billion to settle the case.

This is despite the fact that the U.S. patent office has thus far summarily rejected each of NTP's

patent claims. With the patent review process continuing in parallel with the court case, it's entirely possible that RIM will lose in court, only to be vindicated if all of NTP's patent claims are eventually tossed out.

If the two sides fail to hammer out a final agreement, RIM could be forced to shut down its



AUTHOR

Carmi Levy is a senior research analyst with Info-Tech Research Group, a London, Ontario-based research and professional services firm. He is the author of Info-Tech's Optimizing Your IT Infrastructure best practices methodology, as well as the 2005 research report, "Building the Next Generation Help Desk." Levy holds a journalism degree from Montreal's Concordia University and has extensive experience in IT project management, helpdesk re-engineering, high performance team leadership, and process redesign.

CARMI LEVY

BlackBerry service. Hanging a Sword of Damocles over the head of one's adversary is apparently a great way to maximize the number of zeroes on the settlement check.

Emboldened by the trajectory of the RIM/NTP case, mobile email startup Visto has waded into the fray and is suing Microsoft for violating its patents on technology that integrates

push-based email into Microsoft Exchange. Interestingly, Visto launched its suit a day after signing a licensing deal with NTP. Coincidence? You be the judge.

Diverted Attention

While lawyers cheer cases such as this because the fat fees they generate will put Porsches in their driveways and their great-grandchildren through college, the rest of us quietly suffer the consequences.

them to market are instead forced to divert their focus toward fighting off lawsuits and holding on to their hard-earned clients.

The Necessity Of Protection

No one disagrees with the rationale behind having a patent system in the first place. Patents exist to protect the IP rights of legitimate inventors of technology. The system becomes an albatross around the neck of businesses everywhere when patent trolls decide to corrupt the system. These firms typically don't have a prayer of developing viable businesses on their own and instead use patent law to force settlements out of enterprises that have followed the traditional route.

This sad situation collectively stifles innovation as it forces IT to sit on its hands while it waits for the dust to settle. Problem is, the dust never really settles. As soon as one suit winds down, there's always another one to take its place. Litigiousness has seemingly become the new norm.

The lawyers drive their Porsches; the trolls make their money despite having no clients; and end users sit and wait for technology that may never be delivered.

I guess we won't be getting those better mousetraps after all. □

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OPINIONS

RESELLER • NEWS & VIEWS

A First-Hand Look At Disaster Planning, Part III

Two months have passed since power came back on and things have returned to "normal." As we put our generators back into storage, we would also like to put out of our minds all the pain that we went through. But to not learn from our mistakes would be foolish. The Weather Bureau predicts that this severe weather pattern will persist for a few years, and we all better be prepared.

Here are a few of the lessons we learned:

Power

Don't assume anything. We assumed that fuel would always be there. After all, we live one hour from the Port of Miami, one of the largest fuel depots in the country. We learned the hard way that two weeks without fuel will have a rippling effect on the infrastructure. For example, the generator at the remote office of the telephone company that services us ran out of gas and the employees who were supposed to fuel the generators could not get to work. Our employees spent all morning waiting in line for gas and all night staying awake to feed our generators with the little gas we could find.

A Staged Approach

Have a flexible disaster recovery plan with several stages. Here is what we have done:

Stage one: Battery power. We have installed enough battery power to keep all of our mission-critical equipment up and running for 24 hours. That will give us enough time to evaluate the extent of the disaster and decide whether to go to stage two or directly to stage three.

Stage two: Generators. We have purchased a few generators and containers to store enough gasoline to keep us running for another 48 hours and to put fuel in our employees' cars. Remember to purchase generators that are designed for sensitive electronic equipment. For small offices, I highly recommend the super-quiet Honda EU3000, which is equipped with an inverter to generate a very clean power and can be joined in parallel for even more power.

Stage three: Alternate facility. We have set up a backup facility, identical to our primary facility, in another state. Should our disaster look like it will last longer than 48 hours, we will switch our operations to that location. Even though

we can run for 72 hours, we chose 48 hours to give us some extra time should things go wrong. And we found out last time that what can go wrong, will go wrong! We also chose 48 hours because we found out that the stress, wear, and

We have also set up procedures with the company that hosts our DNS (domain name server) to point our URL (www.ascdi.com) to the backup location within 24 hours, if needed. This way our customers won't even notice that

the office to implement your plan after a disaster. Rather, implement your plan before the disaster strikes. And test it out several times during the year.

Hosted Services

For many, a hosted data center (or backup data center) is the solution. There are many companies that can provide you with that type of service, including United States ASCDI members Infinite Technology Group (www.itgl.net) and Abacus Solutions (www.abacusllc.com) and Germany-based IPS (www.ips-bremen.de).

The very nature of a disaster is its unpredictability. No plan is perfect, so you need to be ready to modify your plan as needed during a disaster. Don't lock yourself into a plan that is not working, as we did.

It is a new year now and the memories of the hurricane are fading like a bad dream for some. It will be hard for me to forget the lessons learned from the day of the hurricane. □

Send your comments to ascdi@processor.com

This is the last of my three columns outlining all that went wrong with our disaster recovery plan when Hurricane Wilma hit our office. Next time, we will return to our usual theme of the reseller market.

JOSEPH MARION

AUTHOR For the past 30 years Joseph Marion has worked in the technology equipment reseller market. In the 1970s he competed with the major equipment manufacturers by selling, leasing, exporting, and maintaining used equipment. In the 1980s he "crossed over," joining forces with IBM and becoming one of its most successful authorized business partners. Since 1990 Marion has headed up the Association of Service and Computer Dealers International, the world's largest association of companies that deal in technology products.



tear was overwhelming for our employees who were keeping us up and running on generators for a longer period of time.

Data Center

As I stated, we have equipped our backup data center with equipment and software identical to our primary facility. We measured the bandwidth our Internet requires at our primary site and even duplicated that at our backup site. You might have all the equipment you need, but you will fall short if your Internet connection is not up to speed.

they are accessing our Web site on different servers.

Personnel

We learned a lot about employees during a disaster. A disaster does not just hit the company, but its employees as well. You might have the greatest disaster recovery plan in the world, but you must also keep in mind that your employees are dealing with their own issues, too. Employees will first deal with disasters at home before they focus on their work. Don't assume that there will be anyone around or able to get to

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"One significant challenge in the area of security and compliance reporting is the plethora of data that is generated by traffic monitoring applications," says Pat Clawson, CEO of CyberGuard. "Data spanning multiple time zones is a particular headache from a reporting perspective. Webwasher Content Reporter Version 4.6 eliminates this problem by giving the system administrator full control over how these data are treated from a time zone perspective," continues Clawson. This ability to "normalize" time zone information makes the process of analyzing and reporting on dozens of gigabytes of global data far easier for system administrators in centralized data centers.

In addition to simplified reporting, Content Reporter Version 4.6 adds support for the most popular Linux distributions and allows Content Reporter deployments on Unix and Linux to use Microsoft SQL Server installations as back-end repositories for logging and reporting data, thereby significantly reducing the time and investment needed to deploy an enterprise wide reporting solution. Content Reporter Version 4.6 also adds several features that improve ease of use, report access and archival management.



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The second application refinement, based on enhancements to AEP's Intelligent Port Forwarding, translates into support for a broader range of applications – including Oracle and applications with dynamic port ranges. Both of these features will be added to AEP's Web reverse proxy/Intelligent Port Forwarding access licenses at no extra cost.

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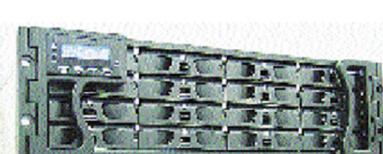
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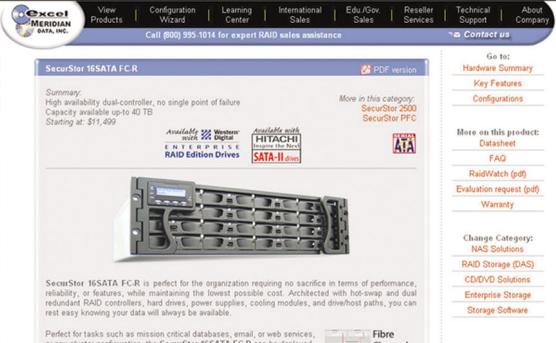
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Ensuring Software Compliance

Tips & Techniques To Keep Your Software Licenses On The Right Side Of The Law

by Sixto Ortiz Jr.

ROOT CANALS AND IRS audits are mainstays in most top 10 lists of unpleasant tasks. If you manage a large number of software applications in your business, you can now add a BSA (Business Software Alliance) audit to the list.

The BSA is an industry association representing the interests of the software industry before governments and worldwide markets. One of the BSA's primary missions is combating software piracy, which costs the software industry billions of dollars every year. This well-funded organization will audit businesses suspected of mismanaging software licenses or engaging in outright piracy.

The costs of noncompliance can be severe, and ignorance of copyright laws and the content of your licensing agreements will elicit little sympathy from BSA auditors.

Managing a large number of dense licensing agreements can be a daunting task. But it's in your best interests to keep your business compliant with its various software licensing agreements.

Software Licensing Fundamentals

About the only thing you own outright when you buy software is the media containing the application. The code itself is intellectual property that belongs to the company that developed the software, and your "ownership" is limited to a legal agreement to use the software under the developer's terms.

Most people don't read the licensing agreements governing the use of the software they purchase because, to be frank, these are usually very long documents filled with dense legal language. But software licensing agreements are legal contracts between your business and the software company, so

understanding them is vital to keeping your business compliant.

IT administrators and decision makers usually manage a large number of software applications. This means their businesses are bound to a large number of licensing agreements that can vary widely in terms of complexity and requirements.

For example, some software applications may require the purchase of additional licenses when you upgrade a server or purchase new desktops or when your user base increases. Some licensing agreements may expire after a set time period, requiring you to purchase new licenses to continue to legally use the software. Again, the importance of understanding the terms of your various software licensing agreements is crucial.

Licensing: A Management Nightmare

The key to maintaining compliance with your software licenses and keeping your business on the right side of the law is to know exactly what you have in terms of software applications and licenses.

A whitepaper by Tangram Enterprise Solutions, a developer of software asset management applications, points to three main things you must figure out to know if your business is software compliant: determining what is installed and in use, determining what is owned, and reconciling installed applications with licenses owned.

The math is simple: If you have more installed copies of an application than you have licenses, then it's clear someone is violating the terms of the application's licensing agreement, provided that the agreement requires one license per installed copy of the application (a pretty common arrangement). If you have a lot more installed copies than you have licenses, you have a serious problem that requires immediate attention. Get your business compliant fast.

But let's say you have many more licenses than installed copies of the software. Even though you're clearly in compliance, your business spent too much money on a little-used application.

In fact, many businesses are so terrified of running afoul of software licensing compliance that they prefer to overspend on software licenses rather than risk the possibility of running short by making more realistic purchasing decisions. This is not good business.

Decentralization Culprit

Matt Schvimmer, director of product marketing for Peregrine Systems, writes in a company whitepaper that the decentralization of software purchasing across different business groups is one of the main culprits behind poor software asset management. When companies fail to centralize software pur-

chasing, Schvimmer writes, numerous problems can occur, including higher software procurement costs, underused applications, and poor license management.

The statistics on software management, or the lack thereof, are pretty frightening. According to the Yankee Group and Sunbelt Software's 2003 survey, almost 50% of respondents surveyed felt they had a "potentially significant risk of licensing noncompliance."

Laura DiDio, research fellow in the Yankee Group's Application Infrastructure & Software Platforms Decision Service practice, points to a similar set of culprits for poor software asset management: lack of centralized procurement, failure to perform regular software audits, communication breakdowns among purchasing officers, overpurchase of licenses, failure to comprehend licensing contracts, and the lack of asset management tracking software.

"Much of the noncompliance in corporate environments," writes DiDio in a 2003 Yankee Group report, "is unintentional and occurs because of sloppy or nonexistent tracking and enforcement measures."

Solving The Puzzle

One of the keys to maintaining your business software license compliance is to know what you have. As is the case with other IT problems, numerous vendors have come up with technological solutions to help you track the plethora of software applications and licenses in your business. Software asset management applications are

Tips For Staying In Compliance

1. Centralize software purchasing.

It's much easier to manage software licensing compliance when responsibility falls on a single purchasing group. If your software purchases are not yet centralized, start moving in that direction.

2. Automate management.

Relying on scattered spreadsheets, license records, or human recollection won't cut it. Invest in a software asset management application to make your life much easier.

3. Negotiate favorable terms up front.

You are the customer, and software vendors want your business. Negotiate licensing agreements that make sense for your business and don't get rushed by overeager vendors.

4. Get serious about noncompliance.

Develop and implement policies that explicitly prohibit employees from purchasing software on their own. Be prepared to mete out disciplinary action against repeat offenders.

5. Audit periodically.

Conduct periodic audits to ensure your software purchasing and licensing policies are followed; don't wait for a vendor or BSA audit to show you where compliance is falling short.

Ultimately, software asset management applications let you see software usage patterns across your business, quickly showing you where your software dollars are being wasted on underused applications or excessive license purchases.

Examples of such applications include Peregrine Systems' AssetCenter (www.peregrine.com; Peregrine Systems was purchased by HP in September), IBM's Tivoli License Manager (www.ibm.com), CA's Uni-center Asset Management (www.ca.com), and Opsware's Asset Expert (www.opsware.com; an optional licensing module for the company's Asset Tracking Edition asset management software).

The costs of noncompliance can be severe, and ignorance of copyright laws and the content of your licensing agreements will elicit little sympathy from BSA auditors.

designed to ease your oversight burden by automating many of the onerous tasks involved in managing your software infrastructure and licensing obligations.

In general, software asset management applications help you stay compliant by compiling all of the information about your software infrastructure within a single database-driven application. The programs let you enter details about newly acquired licenses and track software usage, license agreement details and applicable deadlines, software location, license fees, application versions in use, and other parameters.

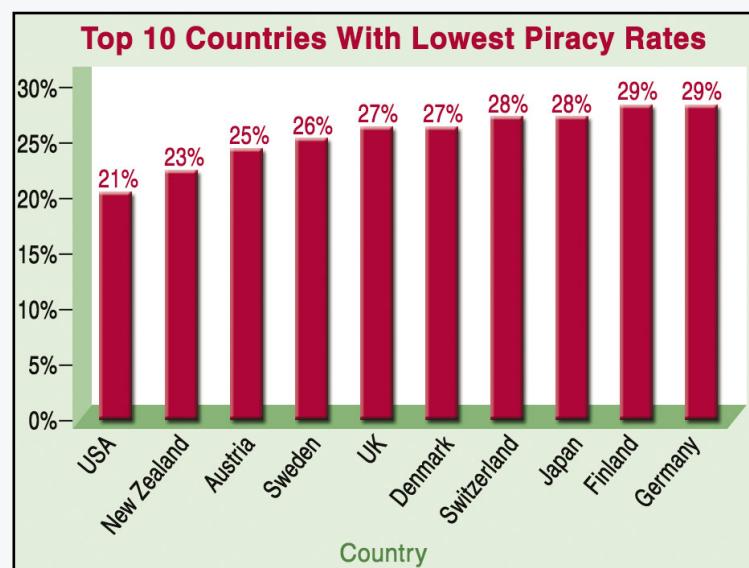
Some applications will also generate reconciliation reports that show purchased licenses against installed software copies, making it very easy to see where your business is out of compliance.

The Law Always Wins

The software licensing compliance deck is stacked squarely in favor of software vendors. Piracy is a huge worldwide problem, so software vendors or the BSA will vigorously pursue any company they suspect of licensing noncompliance or piracy. According to the Yankee Group's DiDio, the BSA can fine a company up to \$150,000 for every software application it discovers to be out of compliance during an audit. Sloppy software management or outright piracy can cost your business everything, so don't risk it.

Developed Countries Have Lowest Piracy Rates

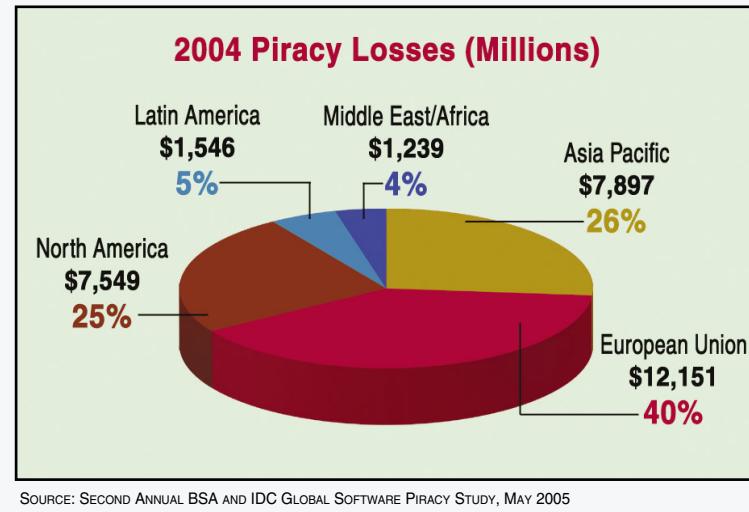
Some of the world's biggest economies, including the United States, Japan, Germany, and the UK, all enjoy the lowest software piracy rates in the world; none of the top 10 countries has a piracy rate above 30%.



SOURCE: SECOND ANNUAL BSA AND IDC GLOBAL SOFTWARE PIRACY STUDY, MAY 2005

EU Leads The Pack In Piracy Losses

In terms of world regions, the EU is tops when it comes to software piracy losses. Countries outside the European Union, such as Romania, Russia, Switzerland, and Croatia, account for another \$2.3 billion in piracy losses.



SOURCE: SECOND ANNUAL BSA AND IDC GLOBAL SOFTWARE PIRACY STUDY, MAY 2005

Why Standardize?

Most Agree On Advantages, But There Are Risks To Overdoing It

by Kurt Marko

AN ISSUE THAT perennially arises with IT practitioners is whether to standardize their infrastructure and applications, and if so, to what degree. Consultants and sales reps incessantly preach the benefits of standardization to the point that questioning the premise risks convicting one's self as an IT bumpkin.

But the benefits and drawbacks of standardization are not entirely obvious, nor are the steps needed to successfully build a standardized environment. What are the various categories of standards? What are the benefits of standardization? Where does an enterprise get started with standardization? What tips are there for a better IT standardization effort?

Imprecise Term

Standardization is a sufficiently imprecise term that some definition is necessary to set the context. Although standardization

easily lead to vendor lock-in and rigidity.

Benefits Of Standardization

The primary benefits from standardizing infrastructure and using standards-based products are reduced costs and increased agility, flexibility, and interoperability. Industry standards-based solutions promote common architectures for business applications, making it easier to integrate new applications and functionality into core business processes. This interoperability promotes application agility, allowing for rapid response to changing business conditions, particularly in the development of custom applications supporting a company's business processes.

It is rare to find an off-the-shelf product that precisely matches the features and requirements for one's business; it's usually necessary to integrate different categories of software products from different vendors into a custom solution—integrat-

nies show savings of between 9% and 35% in TCO (acquisition, labor, and maintenance) costs depending on the product category (see graphic).

A standardized environment can also increase the reliability of infrastructure and reduce the mean time to repair because support staff have fewer products to master and start from known initial conditions for most trouble calls.

Starting Points

A successful standardization project takes planning and staff commitment and requires buy-in from all levels of the IT organization, Tier 1 Research's Donahue says. He recommends starting by taking an inventory of current infrastructure, perhaps by deploying an asset management system.

It's a sentiment echoed by Laura DiDio, research fellow at the Yankee Group, who says it is critical to know what's on your network and identify the strengths and weaknesses of existing infrastructure. Once you have an asset inventory, Donahue stresses reviewing critical business processes to find applications

It is rare to find an off-the-shelf product that precisely matches the features and requirements for one's business; it's usually necessary to integrate different categories of software products from different vendors into a custom solution.

obviously implies the application of some widely recognized standards and specifications to IT product or service choices, there are several different types:

de jure: Standards that are developed and authorized by recognized industry or professional bodies such as the IEEE or W3C and widely supported in products.

de facto: Standards developed outside industry or professional bodies, typically by vendors, and derived from proprietary products or protocols with market dominance.

company product (buying) standards: An approved list of products or vendors for use in a company's IT environment.

Products implementing de jure standards are often known as standards-based. Company buying standards are not limited to standards-based products and some of the benefits of standardization accrue even when selecting specific vendors and proprietary products.

Scott Donahue, vice president and senior analyst at Tier 1 Research, says that company buying standards do not imply complete product homogenization within a company; standards usually accommodate a mixed IT environment. While homogeneity makes sense for certain aspects of an IT environment—network protocols, for example—pursued excessively, homogeneity can

be made easier by standard interfaces and protocols.

Forrester Research estimates that the use of nonstandard products can increase development costs between 5% and 12% and lengthen the development schedule by 12% to 24% for a medium-sized application project. A standards-based infrastructure also leads to a more stable environment because industry standards typically evolve slowly without rapid, disruptive changes.

Reduce Costs, Increase Reliability

Product or buying standards can dramatically reduce IT costs via a number of factors. A more consistent, less complex environment reduces support costs and downtime because support staff spends less time diagnosing the nature of a user's problem or the specific products involved and more time on problem resolution.

Buying standards, particularly those based on industry standards-based products that often rapidly become commodified, can reduce a company's purchase costs by leveraging greater unit volume for steeper product discounts. Volume discounts derived from standardization can also reduce external product support or software maintenance costs.

Results from the Yankee Group's 2005 IT Standardization Savings survey show that compa-

nies with any product overlaps. For example, Donahue says that if you find yourself with 10 different CRM systems, it's a good indicator of the need for some product standardization.

According to these experts, other tips for a successful standardization project include:

1. Identify and focus on "pain points." What systems and applications are causing the most support problems or require the most administration?

2. Don't be a technophile. Let problem identification drive technology selection.

3. Identify quick wins. Standardization can be a big project, especially for short-handed IT departments; find the low-hanging fruit first.

4. Check contracts. Look to minimize the number of vendors and service contracts.

5. Check for problems. Look for software integration problems between applications, a common problem solved by standards-based solutions.

6. Don't reinvent the wheel. Look for any industry consortia or working groups germane to your business that may already have identified best practices and relevant standards.

Varied Scope

The scope of a standardization project can vary widely and is a function, in the words of DiDio, "of how big a mess your infrastructure is." To minimize project overhead, Donahue recommends leveraging other IT compliance projects that may already be under way in your organization to meet regulatory requirements such as Sarbanes-Oxley or HIPAA as a means to drive infrastructure standards.

Although most in the IT industry agree on the advantages of standardization, there is a risk of overdoing it. Overzealous standardization can be a slippery slope resulting in homogenization or vendor lock-in. Also, over-specification in a standardization project can lead to paralysis by analysis, that is procrastinating a decision by waiting for more information or a promised new product. On the other side, because formal standards have lengthy development and review

processes (witness the 802.11n wireless LAN standard first announced in January 2004 and still under debate), waiting for final ratification introduces an opportunity cost of lost functionality vs. implementing something "good enough" now.

Tips For Standardization

Successful standardization requires a sponsored project and commitment from all levels of the organization.

- Start with an asset inventory; if you don't have an asset management system, implement one as the first step in your standardization project.
- Take a big-picture view of your critical business processes and identify pain points: integration issues, performance bottlenecks, and support problems.
- Let the business process and application analyses drive the technology selection; don't start with technology.
- Don't forget support contracts and services when looking at areas to standardize.
- Be wary of overspecification and homogenization; don't procrastinate or put your businesses in a straitjacket.

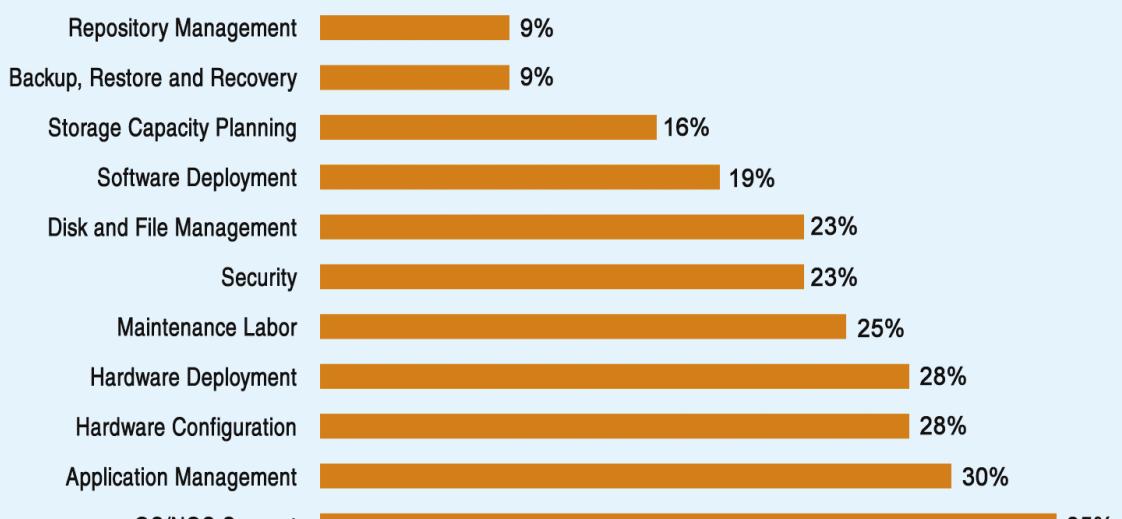
Unquestioned Virtues

IT standardization is one of the unquestioned virtues of a professional IT organization. Standardization can come in the form of either adherence to industry standards or the use of internal product buying standards; however, a good standardization program will embody both elements. Attaining the standards-based nirvana may seem daunting, undoubtedly necessitating a major IT project. However, there are some key starting points that can bootstrap the effort. Start by using asset management and inventory processes to identify redundant or overlapping products and vendors. Then analyze critical business processes for integration and performance problems.

It's an effort worth embarking on because successful implementation of a multifaceted standardization project promises increased business agility, improved infrastructure flexibility and efficiency, and lower support and maintenance costs.

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The Future Of The UPS

Manufacturer Tweaks Make UPSes Better, More Reliable & Longer-Lasting

by Curt Harler

• • •

EVERY DATA CENTER'S final lifeline is its UPS system. As small to midsized enterprises stretch UPS capacity, IT managers question whether traditional lead-acid batteries will stand the stress.

Replacement technologies are on the horizon as manufacturers tweak UPSes to make them better, more reliable, and longer-lasting. But batteries will be around for some time.

There simply is no way around battery dependence in most applications, says Kevin McCalla, marketing director for UPS at Emerson Liebert. "In spite of their maintenance issues, batteries are still the best-cost reserve energy storage solution available," he says. For long runtime applications, generators typically are used.

UPSES are battery-dependent only because alternatives do not yet make economic sense, explains Victor Avelar, strategic research analyst at American Power Conversion's NCPI (Network Critical Physical Infrastructure) Science Center. He says there are other technologies that can be implemented in place of traditional lead-acid batteries, but at a cost.

"Until the cost of other technologies such as lithium-ion batteries, lithium-polymer batteries, and others comes down to affordable levels, lead-acid batteries will remain popular," Avelar says.

Other alternative power-generation technologies, such as fuel cells, are in the research stage and all the major UPS manufacturers continue to monitor them. "But at this point there are not any commercially practical alternatives," McCalla says.

He notes that alternative DC energy storage technologies are in the research stage, too, but there is nothing commercial yet.

Some Options Available

While sealed lead-acid batteries are still the best solution available, there are some options. Liebert offers a flywheel system that can be used with batteries to increase the reliability of the energy storage system or with a fast-start generator to eliminate batteries.

"We are also seeing increased application of battery monitoring to improve the reliability and performance of battery systems," McCalla continues.

"We see two broad trends in the marketplace that are driving changes in critical power or UPS areas," says McCalla. The first is network convergence with VoIP applications on top of the traditional data network.

"This is making network availability and reliability much more critical,"

McCalla says. As SMEs rely on a single converged network, as opposed to separate voice and data networks, in the event of an outage they require network uptime of hours, not minutes. Expectations of uptime parallel the "five nines" of a traditional phone system.

"The UPS has to run for a longer period of time, so it will probably have a larger bank of batteries. In many cases the UPS will also need to be generator-compatible," McCalla says. "The UPS in these critical applications is at the edge of the network, typically in a wiring closet. We are even seeing an increase in redundant UPS configurations in these environments."

When power over Ethernet supports VoIP, power requirements at the edge of the network increase dramatically so larger UPSes in a smaller space are

servers into one physical location. Whether it's a computer room for smaller firms or a data center for larger companies, as consolidation occurs things are changing. New servers are coming in, server technology evolves, heat density is rising, and the data center space is becoming more critical because you've got more eggs in one basket."

But UPSes will change as server technology changes. Similar to blade servers, standardized, modular, and agile UPS systems can be expected in data centers of the future, Avelar says. "In fact, all network-critical physical infrastructures will be able to keep up with the speed of a business," he continues. Examples of this can be seen today in APC's InfraStruXure solution, where the UPS capacity and runtime can be increased on the fly when the business demands an increase in computing power. When a new blade solution replaces an older server, power distribution with the correct outlet type can quickly be installed in the rack without tools.

Building Reliability

From a UPS standpoint, McCalla says customers want UPSes that can be configured for high levels of redundancy and power systems that are adaptable and flexible as networks grow and technology changes.

"That means being able to add capacity and redundancy easily and cost-effectively to your UPS system," he says, noting they must be monitored and periodically maintained.

As the cost of other technologies decreases and the reliability of other technologies increases, UPSes will become less dependent on lead acid batteries.

"Backup technologies for UPS runtime include various battery options, fuel cells, and solar power. No matter what the technology, UPSes designed in a modular fashion allow backup time to be extended in real time," Avelar says. □



The APC InfraStruXure High Density 8 Rack Solution offers N+1 redundancy. It is a 10kW per rack backup system with a runtime that can be increased as a small to midsized enterprise's demands increase.

often required. This is driving the need for higher-capacity rack-based UPS systems.

Another trend McCalla notes is server consolidation. Many servers might be spread around an SME's facilities.

"This is not an efficient model for protection and management of those distributed machines," he warns. "We are seeing more consolidation of

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WHAT'S HAPPENING

Born From Real Storage Pangs

A Look At Each Layer Of The Storage Stack

by Chris A. MacKinnon

• • •

IT'S NO SECRET THAT IT managers are being pressured to get more out of their existing storage hardware at a time when storage environments are growing larger and more complex. One company, however, says it has a unique approach to storage resource management that will make any enterprise stand up and take notice. ORtera, a privately held storage resource management company, claims it has important storage performance optimization and troubleshooting capabilities that are not offered by any other solution. The company says this is due, in part, to a shift in focus from where it needs to be.

Focusing In

Dave Fisk, chief scientist and vice chairman at ORtera, says the focus tends to be space utilization rather than capability utilization. He says, "For the most part, the current state of storage management tools and processes is such that they are focused on space utilization, with little to no understanding of the actual workload demand in terms of I/O operations per second. There is hope, rather than confidence, that performance will be sufficient, and this lack of information leads to a reactive rather than proactive approach to storage management."

Fisk says there are so many configuration defaults resulting in hidden transformations among the file system, logical volume management, and hardware RAID configuration layers that administrators are happy to get it to work at all, let alone achieve any semblance of right-sized efficiency. He notes, "As often as not, administrators over-configure systems because they don't understand the true requirement of the workload, and they see it as too hard and costly in terms of man-hours to figure it out. The

better-safe-than-sorry approach is burdening enterprises with excessive hardware, facilities, and administration costs. Yet, even with over-configuration, the workload often piles up on a small subset of the resources, and performance suffers. Administrators are frustrated with the complexity and the lack of adequate technology to manage the problem."

Rob Gaddis, CEO and chairman at ORtera, says the company was created to solve these problems for administrators. Gaddis adds that small to midsized enterprises will be interested in ORtera's approach on three main tiers: troubleshooting, optimization, and planning. He says, "ORtera's software automatically discovers all of the storage resources accessed by applications and creates workload profiles of each process associated with those applications. Our software illuminates the storage system dependencies and transformations throughout the storage stack, from application to physical device. In addition, the software employs heuristics to analyze transformations and response times through the storage stack, to identify bottlenecks and other performance-degrading conditions, and anticipate and prevent service disruptions and meltdowns."

The software then presents the workload profiles, storage system data, and heuristics to guide the data center professional in reconfiguring storage for meeting service level agreements for those particular applications. ORtera's workload profiles and heuristics present the relevant metrics and advice for configuring storage systems to achieve optimal performance for enterprise applications, using the least amount of resources in the storage configuration. In terms of planning, ORtera presents a visual and quantitative profile of the workload of each process in the customer's system such that the storage administrator understands the storage performance demands of the applications. With this information, IT managers can plan for growth, migrate to

new environments, troubleshoot, and right-size the system while meeting service level agreements.

Regarding this three-tiered approach, Gaddis says, "Enterprises seek to tune their storage systems for application performance, but most companies acknowledge that they have inadequate capabilities to do this well and efficiently. Sudden service disruptions are also proving expensive for enterprises. Our approach enables enterprises to plan for changes in their storage systems, to achieve maximum performance at the lowest cost."

Give Them What They Want

Fisk says ORtera is presently helping its customers with some of the most complicated storage resource management industry challenges. Fisk says, "The main thrust in the industry is towards grid storage and

of the I/O path. It is very lightweight, with an average overhead latency of 2 µs per I/O. This just is the starting point."

Fisk says ORtera was born from real storage pangs. "One of my experiences that inspired me to invent our technology was a situation in which I was called into a global Fortune 100 company with a worldwide messaging application, used by some 16,000 employees, which had degraded to the point of being unusable. They were experiencing three- to four-second response times on the large frame array connected to four enterprise servers. The meltdown had been in effect for two weeks, and all involved were at wit's end trying to figure out what was causing the problem. I discovered that the problem was a 1MB prefetch at the file system layer. Each random read of 32KB I/O at the application level was causing a 1MB prefetch to the storage array. Having discovered this, we reconfigured the system to prefetch at most 32KB. With this change, the response times improved dramatically to the five- to 15-millisecond range."

Gaddis says there is much happening in the storage resource management space, but ORtera's approach is unique. He says, "There are products out there that discover some groups of resources within the storage infrastructure, but ORtera discovers each layer of the storage stack. These other

ORTERA

utility computing. The vision of the PBX of storage management, that just works and maintains service level agreements automatically, is simply not going to happen without programmatic intelligence for resource allocation with deterministic results. ORtera provides the needed intelligence to make grid storage and utility computing for storage a reality."

Discovering the relationships between components in the storage hierarchy and knowing what to do with that instrumentation is the key. Fisk says ORtera has discovered, validated, and patented a model for storage performance based on the resource as potential energy and workload path as kinetic energy. He says, "ORtera provides an industrial-strength, enterprise-quality kernel module for instrumentation

products do not provide diagnostics, heuristics, troubleshooting, or workload profiles like we do. To our knowledge, there are no other products out there with significant purpose, feature, and functionality overlap with ORtera. IT managers care about the technology behind ORtera because it solves their problems that no other application can solve."

Good things are on the horizon for ORtera as well. Gaddis says, "ORtera's products are progressing in two directions simultaneously: across operating systems and deeper, to provide more capabilities. Automated performance optimization planning is next, then dynamic performance resource provisioning for grid systems." ORtera's goal is to have these available on all of the major enterprise operating systems over the next few years. □

TWO TERMS

I SAM (Software Asset Management)

What it is: SAM is a type of application that enables the management of all aspects of software infrastructures, from versions purchased, installed, and used to licensing agreement specifics and noncompliance discovery and reporting. For example, an SAM application can tell you the number of applications installed across your business and the number of applications without associated licensing documentation.

Why you should care: SAM applications can bring many benefits to your business; one of the main ones is the ability to stay in compliance with your various software licensing agreements. Because most SAM packages inventory and track all of your installed applications, they can quickly tell you where you are out of compliance. This information is critical to avoid running afoul of your licensing agreements and facing possible vendor or Business Software Association fines.

Related products and manufacturers: Products include IBM Tivoli License Manager, Peregrine Systems' AssetCenter, LANDesk Software's LANDesk Management Suite, Netopia netOctopus Enterprise Systems Manager, and others.



ILM (information lifecycle management)

What it is: ILM is, in a nutshell, the management of information generated in a business from cradle to grave. So ILM covers the management of information from the moment it is generated in a business application through its useful life, backup, and ultimate archiving and/or disposition. The goal of ILM is for a business to be able to track, store, back up, archive, and possibly retrieve important information. Using ILM, a business can determine the best way to flag important emails and ensure proper storage, backup, archiving, indexing, and retrieval.

Why you should care: ILM is a huge buzzword: Many vendors promise that only their products can provide your business with ILM capabilities. Don't get swept away by marketplace static and let it influence your storage purchasing decisions. In spite of the market buzz, ILM is a useful concept that can change the way you manage business information. Keep in mind that ILM is not a set of discrete technologies but an approach to thinking about information.

Related products and manufacturers: All major storage vendors, such as EMC, HP, IBM, Sun, and NetApp, to name a few, are embracing ILM and touting their various hardware, software, and services as "ILM-compliant."

Next Week In Processor . . .

Coming In Our February 3 Issue:

As part of our efforts to keep you up to date with some of the latest companies, products, and technologies on the market, we highlight four up-and-coming manufacturers whose products are ones you should pay attention to.

You'll also find:

- A look why mesh networking is getting so much attention
- Why knowing what's stored on your network is becoming increasingly important
- How application acceleration can increase server efficiency
- Overviews of five new products on the market

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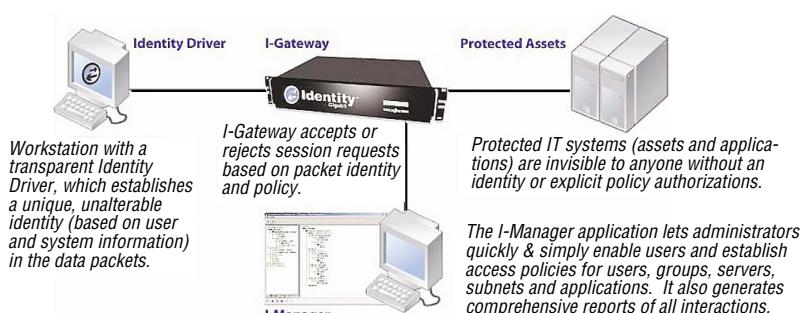
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Manufacturer Presentation

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Fingerprint authentication grants access to the drive. Compact SAFE drive casing is small enough to fit comfortably in a shirt pocket or bag. With advanced hardware encryption the highly portable LaCie SAFE Mobile Hard Drive with Encryption offers ultimate storage security for confidential files.

"We have incorporated the latest access control and encryption technologies and now offer two security level choices for addressing any professional or individual need for completely safe data storage," says Marie Renouard, LaCie Product Manager. "SAFE is the best deterrent for snoops who try to access your private files whereas SAFE with Encryption is better for those who need absolute security for their data."

LaCie SAFE Mobile Hard Drive with Encryption guarantees the highest-level protection for confidential files by employing hardware encryption in addition to biometric access technology. Data stored on the drive can be encoded in either DES (56-bit key) or Triple-DES (128-bit key) mode.** The encryption key depends on a 24-character pass phrase stored onboard making each drive unique and impossible to hack. Up to five different users can be registered with customized access privileges such as read/write or read-only.



40GB LaCie SAFE Mobile Hard Drive with Encryption SKU 300810 **\$219.99**

80GB LaCie SAFE Mobile Hard Drive with Encryption SKU 300814 **\$269.99**

120GB LaCie SAFE Mobile Hard Drive with Encryption SKU 300818 **\$399.99**

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Serial Extender

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The NPort 5110 serial device server is designed to make your industrial serial devices Internet-ready instantly for POS and security market applications. The compact size of the NPort 5110 device server makes it the ideal choice for connecting your RS-232 serial device, such as a card reader or payment terminal, to an IP-based Ethernet LAN, making it possible for your software to access serial devices.

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Telephony Accessory

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Eicon Networks is a world leader in high quality communication products for networked business applications. Eicon's Diva Server™ products are communication adapters for voice and speech enabled applications, conferencing & unified communications. Our Software Development Kit (SDK) is a comprehensive, user-friendly development environment for Diva Server adapters.

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Yellowjacket™ is a passive, calibrated wireless receiver module that interfaces with HP's iPAQ in sweeping, installing & optimizing 2.4GHz Wi-Fi networks, WISPs & Hotspots. The receiver measures spectrum analysis on all 802.11 (specify B, A or G model) channels allowing users to determine PER, SSID, RSSI as well as SNR and multipath (802.11b model). Yellowjacket™ also supports true direction finding and MAC security auth lists.



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Manufacturer Presentation

End Nodes - Storage Advertisement

Affordable & Reliable Enterprise-Quality Data Protection For Small & Medium-Sized Businesses



Small and medium-sized businesses can now enjoy the same class of data protection as large enterprises, thanks to Accordance Systems' new ARAID™. Connected to either local PCs or a central server, the ARAID™ IDE and SATA controllers' RAID 1 capability has now been expanded to protect Registry files, open database files, and application files. ARAID attaches directly to your drive port or externally via your USB or Firewire.

Accordance Systems' ARAID is the first low-cost RAID system of its class, disk mirroring all computer files for disaster recovery and data backup.

The Accordance ARAID controller supports dual hard drives and mirrors data onto both drives. As data gets written to one disk, it is automatically copied to the second disk. If one disk fails, the data is protected on the other disk. To replace a failed hard drive, the user simply pulls out the removable ARAID hard drive tray, pulls out the bad disk, and replaces it with a new one. **The ARAID automatically copies the data from the remaining good drive onto the newly inserted hard disk.**

The ARAID is commonly used for backup by using three hard drives: one that stays in the ARAID controller and two that are rotated in and out. The removed hard disk is taken offsite to provide reliable and secure storage of valuable data against disaster scenarios. This is an effective replacement to using tape cartridge backup systems. **Studies have shown that a third of all tape backups never finish correctly.** Disk-based backups using the ARAID are less expensive, less labor intensive, and more reliable than tape-based backups.

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West Des Moines, IA 50266

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Fax: (515) 226-3462

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ACCORDANCE

Wireless Analysis

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Yellowjacket™ is a passive, calibrated wireless receiver module that interfaces with HP's iPAQ in sweeping, installing & optimizing 2.4GHz Wi-Fi networks, WISPs & Hotspots. The receiver measures spectrum analysis on all 802.11 (specify B, A or G model) channels allowing users to determine PER, SSID, RSSI as well as SNR and multipath (802.11b model). Yellowjacket™ also supports true direction finding and MAC security auth lists.



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KVM

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- Available in one, two, and four user models
- Local KVM port to access computers at UltraLink unit
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Manufacturer Presentation

End Nodes - Storage Advertisement

Nexsan SATABeast

High-Capacity Serial ATA-Based Storage System



MSRP
\$2100 per Terabyte

Nexsan's SATABeast™ enterprise-class storage array, which is built around Serial ATA disk drives, is designed to deliver the highest performance and utmost cost effectiveness in a single, scalable solution ideal for data-intense storage applications such as online archiving and disk-based backup

SATABeast's innovative combination of technologies delivers unsurpassed performance, reliability and cost savings for primary and near-line storage, disk-to-disk backup, secondary storage and fixed content archive applications. An extreme density design -- 21 terabytes of storage capacity in just 4U of rack space -- provides a compact footprint and can scale to 210 cost-correct terabytes of capacity in a single rack. The SATABeast's unique design extends individual drive life and provides significant savings year over year, while its AutoMAID(TM) (Massive Array of Idle Disks) function allows SATABeast to place its disk drives to an idle state to conserve energy yet provide near-instantaneous access to data.

Nexsan's SATABeast is engineered to meet necessary enterprise-class availability requirements with the inclusion of fully redundant components that are individually online hot swappable, including drives, controllers and power supplies. This advanced design provides increased ROI by eliminating the need to replace an entire multi-drive blade should a single drive fail. Each RAID controller is configured with dual high-performance 2 Gigabit Fibre Channel SFP LC host ports powering the SATABeast to sustained reads speeds of over 700 MB/s. The advanced architecture of the SATABeast features an innovative horizontal midplane design that promotes superior airflow and alleviates insertion stress points. Triple intake fans along paired with two redundant 760-watt power supplies with tachometer-monitored blowers provide maximum power and cooling. The system's Anti-Accumulative Rotational Vibration (ARV) design enables maximum performance and long-term reliability.

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or call us at
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Manufacturer Presentation

End Nodes - Printer Advertisement

New TDS450 Large-Format Print System



New Scanner Promotes High-Quality Images and Faster Communication

In a collaborative work environment, a drawing may be marked-up or red lined to highlight changes. The Océ TDS450 easily captures this information either for immediate printing; for electronic distribution to engineers, designers, contractors or vendors; or for archiving. With the flexibility to scan in color and monochrome with one scanner, the Océ TDS450 provides a single platform that streamlines communication within an organization or across multiple sites saving hours or even days in the drawing distribution and review process. Organizations not yet ready for full-color production printing can become one step closer to a future color workflow with this scanner.

Design Simplicity Optimizes Workflow and Increases User Productivity

The Océ TDS450 is designed to enhance user productivity through pre- and post-processing work functions that optimize workflow. The new system minimizes time spent preparing print jobs, defining copier settings, waiting for prints and manually collating sets of drawings. The intuitive user panel and customizable scan-to-file and copy settings ensure that users get the output they require quickly and easily. With automatic features such as auto width detection, roll selection and set collation, users spend less time completing print and copy jobs and more time on their core responsibilities.

Advanced Technologies Streamline Output Production

The Océ TDS450 includes the innovative Océ Power Logic® controller, ensuring rapid processing of large files and concurrent scanning, copying and printing -- thus minimizing queue length and employee downtime. Repetitive tasks are eliminated since the Océ TDS450 queue manager enables the reprinting of copy and print jobs as well as the prioritization of jobs. Additional time-saving features include the company's patented Radiant Fusing technology within the print engine of the Océ TDS450. This eliminates machine warm-up time since the system is "instant-on" so documents can be printed quickly whenever needed.

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Manufacturer Presentation

End Nodes - Components Advertisement

1.5U New & Innovative Server Form Factor

As the leading rackmount server and storage enclosure designer and manufacturer, AIC continues to provide cutting-edge enclosure solutions by unveiling the World's first 1.5U rack-mountable server enclosure, the RMC15.

Features & Benefits

Compared to 1U form factor

- More cost-effective
- 31% more airflow
- Less Fan Acoustic Noise
- 23% Thermal Improvement
- Less Vibration Issue
- Lower maintenance cost

Compared to 2U form factor

- Less Space required for the same storage capacity
- Higher I/O Performance per Rack
- More Cost-effective



What Experts Said:

• "AIC's new RMC15 1.5U chassis is ideal for PSSC Labs' high performance computing solutions. It offers excellent thermal and acoustic solution as well as a space-efficient mechanical design. PSSC Labs continues to work with AIC to provide the most reliable, cost-effective solutions in the HPC industry."

Alex Lesser, VP Sales/Marketing, PSSC Labs

• "1.5U form factor is indeed a ground-breaking invention providing advantages from both 1U and 2U form factors. The PCI expansion, dedicated cooling strategy and space-efficiency make it a cost-effective solution to the market today. As the leading motherboard solution provider, Iwill USA will continue to partner with AIC to accelerate the trend of providing innovative solutions."

Adam Chou, General Manager, Iwill USA, Inc.



www.Processor.com/AIC

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Manufacturer Presentation

End Nodes - Cases Advertisement

Manufacturer Presentation *End Nodes - Cases Advertisement*

MRC-2CC 2U-12 Swap Bay Enclosure Rackmount Chassis



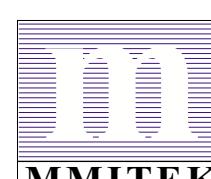
MRC-2CC

MMI's MRC-2CC is the first Fault-Tolerant 2U IPC Chassis with 12 Hot-Swap SATA 3.5" Hard Drive Bays. The MRC-2CC is designed to hold a standard ATX Motherboard and up to a N+1 Dual-Redundant 600W PFC Power Supply.

- Dimensions: 2U 20" Deep
- Form Factors: ATX
- Expansion: 3-Slot Horizontal PCI Slots, 7-Slot Vertical Low-Profile PCI Slots
- Drive Bays: 12 Hot-Swap/Backplane SATA 3.5" Drive Bays
- Chassis Cooling: 2 x 80mm fans, 1 x 60mm fans (Noise Killer)

With MMI as your technology provider, you get an edge over the competition. MMI has an in-house, dedicated, highly trained R&D team with the facilities, software, and equipment to get the job done. Quality material is the key to superior reliability and performance. MMI designs and builds its products so that the total cost of ownership is low.

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Manufacturer Presentation*End Nodes - Server Appliance Advertisement***Barracuda Spam Firewall 900**

New Barracuda Spam Firewall 900 Raises the Bar for Spam and Virus Filtering for Large Organizations

**\$29,999**

NO PER USER LICENSING FEES!
22 million emails per day capacity
15-30,000 active email users

The Barracuda Spam Firewall 900 offers the largest quarantine storage capacity and the fastest throughput available for an email gateway appliance.

The Barracuda Spam Firewall 900 builds on the power and reliability offered with all Barracuda Spam Firewall solutions, and it includes 300GB storage capacity for quarantined messages and four CPUs for higher-volume email processing. Similar to its predecessor, the Barracuda Spam Firewall 800, the new Barracuda Spam Firewall 900 features advanced capabilities, including redundant hotswap power supplies and dual Gigabit Ethernet ports. Another key feature included with the Barracuda Spam Firewall 900 is multiple RAID arrays for greater performance.

The Barracuda Spam Firewall 900 also offers key outbound filtering techniques, such as outbound email attachment scanning, Barracuda Networks Rate Control System for protection against open relays and zombie PCs, as well as support for inbound and outbound STARTTLS encryption. Multiple Barracuda Spam Firewall 900 units can be clustered for greater email redundancy and higher capacity.



SPAM AND SPYWARE FIREWALLS

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Manufacturer Presentation*End Nodes - Storage Advertisement***Saturn Cipher Hard Drive Kit**

The Saturn Cipher Enclosure kit is one of the most advanced hardware-based hard drive encryption solutions in the market.

You can encrypt SATA hard drives, IDE hard drives, or 2.5" IDE hard drives. It is easy to deploy and implement. There is no software to install and no training is required. Using proven standard encryption algorithms and the special Saturn hardware design, Saturn Cipher offers practically bulletproof protection to your sensitive data stored inside the hard drive.

You can use the Saturn Cipher drive enclosure as an external hard drive, as a removable hard drive, or as a drive cartridge. The Saturn Cipher enclosure kit is designed almost identical to the regular Saturn enclosure kit. The only difference is the additional encryption key and electronics in the Saturn Cipher drive enclosure. As a result, Saturn Cipher has the same flexibility and convenience of the regular Saturn enclosure kit.

If you already have invested in the regular Saturn drive kit, you can add the Saturn Cipher solution by just purchasing the Saturn Cipher drive enclosure. The Saturn Cipher drive enclosure will mix in nicely with your existing Saturn drive cradle, share the same Saturn interface cables, power adapter and all other Saturn accessories.

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KVMwww.Processor.com/Rose4**Multi-User KVM Switch - UltraMatrix™ E-series**

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- Optional KVM Switch Functions



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- 15", 17", or 19" LCD Panels
- Built-in single or multiple user KVM switch options
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- Front Panel conceals unit when it is not in use
- Keyboard available in international variations
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Manufacturer Presentation
End Nodes - Storage Advertisement
**Enterprise
Level Backup Priced
for Small Business!!**

Sentio™ backup and recovery appliances from Revinetix™ are especially designed for small and medium businesses (SMBs). Using evolutionary Disk2Disk-2Disk™ technology, Sentio appliances enable IT administrators to archive critical data to removable SATA disks for offsite storage, while maintaining an updated file catalog on the appliance. Each Sentio integrates RAID 5 hardware together with all of the client software needed to automate the backup process for an entire LAN. Also included are advanced software features, including BMR (Bare Metal Restore) to image a system partition on the appliance for quick recoveries if necessary, and replication software allowing for offsite mirroring to another Revinetix appliance. Sentio supports all major operating systems in use today and includes a startup wizard that enables even a novice user to set up the appliance in less than an hour.


PRODUCT FEATURES

- Take critical data offsite in three easy steps—Click-Eject-Archive™
- Archive data to removable SATA/USB Drives
- 500GB to 4.8TB storage capacities (9.6TB with client-side compression)
- Daisy-chain Sentio appliances to seamlessly add capacity as needed
- No per-client licensing fees
- Supports multiple concurrent backup and restore jobs in parallel
- Full, incremental and differential backup levels
- Network Attached Storage (NAS) partitioning to maximize unused storage
- Content Addressable Storage eliminates data redundancies
- Archived files tracked and located by database catalog
- Backup Exchange, SQL, Oracle databases
- Bare Metal Restore software to image an entire disk for quick recovery or to replicate systems



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Manufacturer Presentation
End Nodes - Storage Advertisement
OptiVault™ Archival Appliance

**Life Insurance
for Your Most Important Data**

Like most companies, you probably use tape for backups. It's great for everyday use. But tape has a few issues. It can break. It wears out and can become demagnetized. It requires human intervention. All of these issues can put your most valuable data at risk.

The new OptiVault™ Archival Appliance solves all of these problems. It uses reliable, archival-grade optical media to backup critical files. Optical media is Write-Once-Read-Many (WORM), so it's also compliant with Sarbanes-Oxley, HIPAA, SEC 17-a and other data retention laws. OptiVault is the perfect automated solution when you can't lose:

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- Legal and medical records
- Other irreplaceable files and data

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backup by



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PRIMERA
TECHNOLOGY, INC.

Manufacturer Presentation
End Nodes - Workstation Advertisement
Pentium M-based Book PC


Equipped with the Intel® Pentium® M/Celeron® M high-performance processor, the **BPC-8080** answers the demands for Point of Sale (POS) Terminals, interactive kiosks, Automated Teller Machines (ATMs) with expanded capabilities, gaming terminals and even high-rel and harsh environment equipment.

The **BPC-8080** is engineered for the Intel 915GM and ICH6M chipset platform and supports DDR2 SDRAM DIMM sockets up to 2GB of memory. Also, with the onboard Intel 915GM built-in Intel Graphics Media Accelerator (GMA) 900, it delivers superior multimedia capabilities. With its PCI Express expansion slot, the **BPC-8080** also offers an option to add other devices such as graphic cards.

The **BPC-8080** features completed I/O connectors such as 4 COM ports each with 5V or 12V voltage selectable, 1 parallel port, 1 slim FDD interface, 2 EIDE interfaces, keyboard, mouse, line-out, 1 Giga LAN and 6 USB 2.0 ports. The **BPC-8080** comes with VGA and DVI output, and it provides an excellent solution for dual display and unparalleled resolution experience.

With the compact size, including low power/high-performance processing platform, hard disk drive, DVD-ROM, PCI Express slot, multiple input-output ports and Gigabit Ethernet communication etc., the **BPC-8080** is undoubtedly the one to maximize your productivity.

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Manufacturer Presentation
End Nodes - Storage Advertisement
Manufacturer Presentation
End Nodes - Server Appliance Advertisement
Proofpoint Messaging Security Gateway
The Most Powerful, Secure Appliance for Messaging Security

The Proofpoint Messaging Security Gateway™ delivers the industry's most complete and effective security for enterprise messaging infrastructures. It combines a robust, enterprise-class MTA with perimeter security, antispam, antivirus, secure messaging and outbound content security capabilities in an easy-to-deploy, hardened appliance. Proofpoint's antispam appliance is available for both large enterprises (the P-Series appliance) and small and medium-sized businesses (the X-Series appliance).

Features:

- Secures your network against spam, viruses, connection-level attacks and hackers—right at the gateway.
- Proofpoint MLX™ machine learning technology provides unrivaled antispam effectiveness and content filtering accuracy.
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- Protects valuable intellectual property and trade secrets.
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- Integrates with enterprise identity management systems such as Active Directory, Domino Directory and other LDAP sources.
- The Proofpoint Messaging Security Gateway delivers the powerful features of the best-in-class Proofpoint Protection Server® right out of the box—without the need for extensive customization.

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Manufacturer Presentation
End Nodes - Server Advertisement
Bringing Open Source to Storage Hardware

Open Source Storage offers a variety of RAID Storage Solutions



Open Source Storage
RS Series RAID Systems

Starting at \$2,500

Leverage open standards and open source software to produce robust storage solutions that are less expensive than the competition

Our Open Source Solutions are designed to meet the constant demands of today's most mission-critical applications. OSS systems are reliable, robust, and scale to meet ever-increasing loads for storage and bandwidth. We use high-quality components and state-of-the-art technology to deliver specialized, cost-effective solutions.

Purchasing a storage product such as direct attached storage, network attached storage, or a storage area network device can be quite costly. Part of the reason for the additional cost is the overhead of the proprietary software that the vendor has created to manage and administer the storage hardware.

Open Source Storage (OSS) provides hard drive storage products without that overhead. The entry-level RS1000 provides four hotswappable drive bays in a 1U configuration for a potential of 1.6TB of storage space. With an optional upgrade, the RS1000 can also support RAID 1, 5, or 10 configurations.

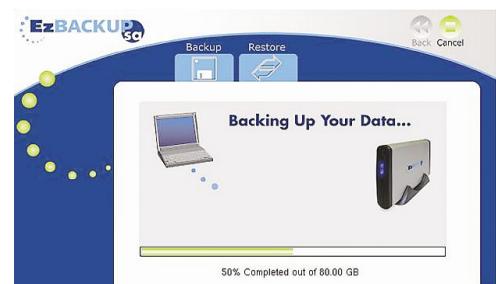
For larger storage needs, OSS offers the RS2000, RS3000, and RS5000, each providing successively more storage capacity (12, 16 and 24 hotswappable drives, respectively) in increasingly large form factors. On the upper-end of the OSS product line, the RS8000 can be configured for up to 16TB of storage capacity using 40 hotswappable drive bays in an 8U chassis. Supporting up to four dual-core Opteron processors and 32GB of RAM, the RS8000 also comes with a database server utilizing the open-source MySQL database program.

**Open
Source Storage**

Download product specs at:
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Manufacturer Presentation
Software - Storage Advertisement
Data Protection Software

Based on DPS' increasingly popular EzBackup™ solution, the company has developed and now offers its EzBackup software to end users seeking simple, cost-effective and robust solutions that enable users to boot directly from the backup drive and restore in a single step. This truly unique software solution now enables Windows® users to make any hard disk drive a backup device and grants them the ability to instantly restore their entire system's hard drive, a directory, file type or a specific file. DPS also offers EzBackup™, enabling users to simply back up and recover files to any hard disk without creating a mirror-image copy of the system.



As part of its development, Data Protection Solutions continues to advance its strategic approach to continuous data protection by strengthening, simplifying and delivering backup solutions that take features found in the enterprise, such as bare metal recovery (BMR) and delivering them economically for use with edge-of-the-network devices such as PCs, laptops, workstations and departmental servers. Users can now enjoy simple, more reliable and lower cost disk-to-disk technologies with one-step restore capabilities.

For a FREE 45 day trial to learn how EzBackup can end your backup woes,
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MBX-161

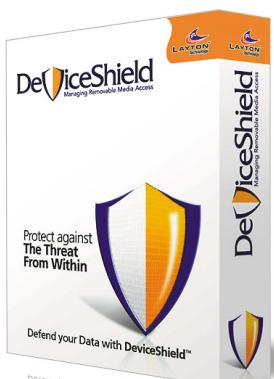
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easy!**

You probably have extensive network security measures to protect your organization from external threats but your biggest security risk may be sitting down the hall! Innocently or maliciously, employees and visitors at any workstation can use removable media devices to transfer vast quantities of data quickly and without your knowledge.

USB drives, CDs, digital cameras and MP3 devices are great productivity tools. However, left uncontrolled, these removable media devices make every workstation (and even your entire network) vulnerable to:

- Allowing massive amounts of sensitive data and intellectual property to be removed without company knowledge
- Uploading viruses, spyware and any undesirable or hostile software
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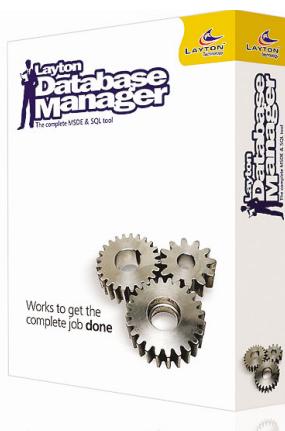

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Lacie's SAFE Mobile Hard Drive with Encryption with new DES or Triple-DES hardware encryption in 40GB, 80GB and now largest 120GB capacity is a revolutionary biometric access hard drive. The new encrypted model lets you choose between different levels of security depending on your needs. LaCie SAFE with Encryption is ideal for transferring and carrying sensitive data.


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**Layton Database Manager™
It's all you need to manage your MSDE databases.**

**Priced From
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Microsoft SQL Server Desktop Engine (MSDE) is a free, redistributable version of SQL Server. It provides the core SQL Server database engine that is used in thousands of applications worldwide. But when it comes to their management tool... there's something missing!

- Yes, MSDE is free – but it lacks any database management tools such as provided with SQL Server
- Yes, MSDE is ideal for many applications – but you'll have to write DOS-like commands to perform routine database chores.

The solution is Layton Database Manager™, an efficient administration tool designed to manage your MSDE databases with minimal effort. It provides an intuitive graphical interface to perform all your database functions. Layton Database Manager™ makes job scheduling, database backups and restores, creating and managing SQL scripts and designing data tables effortless.

Why spend a fortune for SQL Server? Save thousands by creating a winning team: MSDE and Layton's Database Manager™.

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Software - Storage Advertisement

Continuous Data Protection

Dropping transactions or losing data translates to lost orders, customers and critical management decisions. TimeData™ software ensures that you avoid these costly pitfalls by ensuring the reliability and integrity of your data, through complete, transparent protection of data from logical and physical corruption.

TimeData provides you with a moment-by-moment view of your data and transactions and allows you to quickly and simply recover from data loss or corruption by "turning back time" to a precise moment before the corruption or loss occurred with a painless point and click. You can meet Recovery Point Objectives that are measured in transaction time, not hours or days.

Improve your productivity by analyzing, reporting and testing offline using real data from any moment in time, without impacting ongoing operations or your production applications. Testing applications, patches, and upgrades using real data is also a great way to minimize planned as well as unplanned downtime.

TimeData makes it possible to avoid costly downtime and leverage your data assets by automatically capturing all changes to data in real time and maintaining an efficient repository of "time-dimensioned" data. Viewing and retrieving data from the TimeData repository is simple and fast, so your Recovery Time Objectives can be minutes, not hours.

TimeData simplifies operations and makes IT more cost-effective and efficient by taking away the drudgery, complexity, and uncertainty associated with traditional data protection. It integrates seamlessly into your standard server, storage, and network environments and leverages existing tape backup infrastructure for long-term and offsite archival.

TimeData ensures business continuity by making up-to-date and historical data readily available at a remote site over standard wide area networks.



Download this free white paper:

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time)spring

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Manufacturer Presentation

Software - Security Advertisement

10Gbps Network Anomaly Detection

StealthWatch Xe for sFlow®

StealthWatch Xe for sFlow analyzes sFlow records to extend internal security without deploying costly sensors or inline devices throughout enterprise networks, thereby dramatically reducing cost and complexity of deployment and significantly increasing scalability.

Enterprises with switches and routers that support sFlow as a standard feature can simply "turn on" sFlow and direct it toward the StealthWatch Xe appliance, which baselines network traffic to detect and prevent network anomalies. Through its patent-pending Custom Response™ feature, a remediation script capability that commands routers and switches to block malicious traffic at the network edge, the StealthWatch System extends flexible mitigation across the enterprise to enable "Infrastructure IPS" to provide unprecedented levels for controlling network behavior. The resulting combination of rich visualization and advanced behavioral detection functionality in the StealthWatch System enables organizations to more quickly defeat zero-day attacks, worms, policy violations, network misuse and other anomalies.

Overcoming obstacles, such as physical proximity requirements and limited span ports, staff or budget, StealthWatch System 5.1 delivers the following key benefits for enterprises:

- Continuous, cost-effective network monitoring & coverage with sFlow data
- Contextual security awareness and network visibility across the enterprise
- Effective mitigation via "Infrastructure IPS," which leverages existing network infrastructure
- Scalable to 10+ Gbps networks to provide unprecedented protection
- Mixed deployment for greatest flexibility and breadth of coverage

www.Processor.com/Lancope2

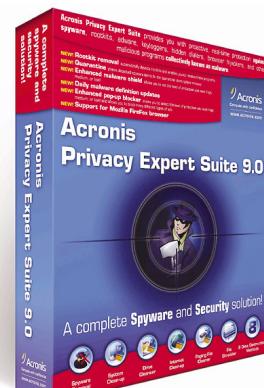
Lancope

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Acronis Privacy Expert Suite provides you with proactive, real-time protection against malware; including spyware parasites, rootkits, adware, keyloggers, hidden dialers, browser hijackers, and other malicious programs. Our latest version, 9.0, adds key new features to ensure that your PC is not infected with malware:

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NEW! Enhanced malware shield allows you to set the level of protection you need (high, medium, or low)

NEW! Daily malware definition updates

NEW! Enhanced pop-up blocker allows you to select the level of protection you need (high, medium, or low) and allows you to block many different types of ads

NEW! Internet cleanup utility supports Mozilla FireFox browser

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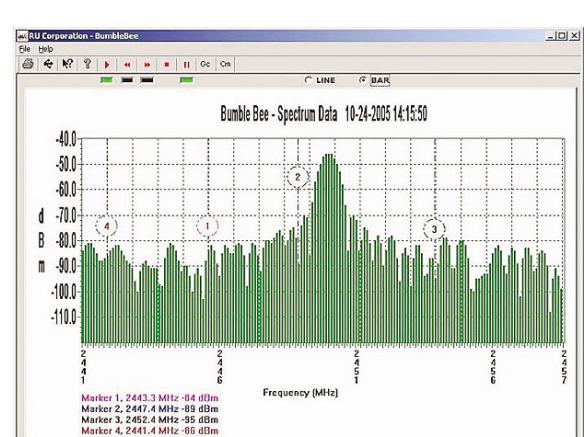
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Software - Wireless Management Advertisement

PC Playback Viewer For Spectrum Analysis Data

Berkeley has a new PC Playback Viewer for spectrum analysis data captured on its handheld BumbleBee™. The Windows® software application can read and display RF data directly off the BumbleBee™ iPAQ via USB or from the iPAQ's removable SD or CF card slots via a card reader. The PC software operates much like a VCR with PLAY, FF, REW and PAUSE buttons and allows users to view MARKER points created during capture as well as create new MARKER points for PC viewing. BumbleBee™ PC viewer software is available now to all BumbleBee™ users for \$250.



Visit www.Processor.com/BVSystems21 for more info!



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Contact Synchronization For Desktops, Laptops & Mobile Devices

Advantage International's Add2Outlook for Contacts™ is a synchronization solution perfectly suited for end users.

The program works as an Outlook client-side add-in, providing users with two-way replication of contact folder entries and four-way synchronization of edits and deletions.

For Desktops

Add2Outlook for Contacts synchronizes between three types of folders: public, private and PST. For Outlook users connected to the LAN, Add2Outlook for Contacts will create a system of auto-synchronized private and public rolodexes for more efficient contact management at the workplace. Add2Outlook provides individuals, team/group members and even entire departments the opportunity to access accurate contact information. By synchronizing contact folders, users and managers can prevent accidental or malicious deletion of valuable leads or client contact information.

For Laptops & Mobile Devices

For mobility, Add2Outlook for Contacts lets users view their private and public contact folders on their handhelds and other mobile devices. When installed, the user first establishes a public-to-private folder relationship. By doing so, any new contact entry made in the public folder, which is usually a company-wide address list, will automatically replicate down to the user's private folder or mailbox, ready to be synchronized to Outlook on the user's Blackberry, Treo, iPAQ, Pocket PC, etc.

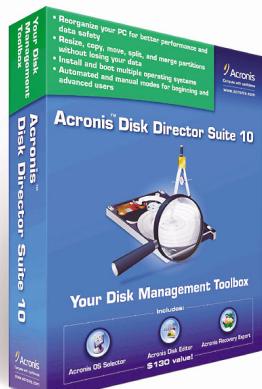


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Powerful Partition & Hard Disk Management Utility



You've come to rely on your servers for providing mission-critical applications for your customers, employees, and partners to conduct business. Because these resources need to be available 24 x 7, you need reliable management tools that provide better data protection, minimize server downtime and allow you to perform needed maintenance ensuring maximum server performance.

Acronis Disk Director Server 10.0 provides you with powerful partition and hard disk

management utilities to ensure your servers are running efficiently. The product builds upon the award-winning technologies from Acronis to manage partitions and edit hard disk drives.

Key Features:

- Command-line interface — create scripts for application tasks
- Partition management — split, merge, resize, copy, move and delete partitions within Windows
- Data destruction — wipe out all data from a deleted partition and from unallocated space
- Hard disk editor — perform advanced editing, such as restoring boot records and hexadecimal editing
- Application log — View all actions performed using the application
- Data recovery — restore damaged partitions

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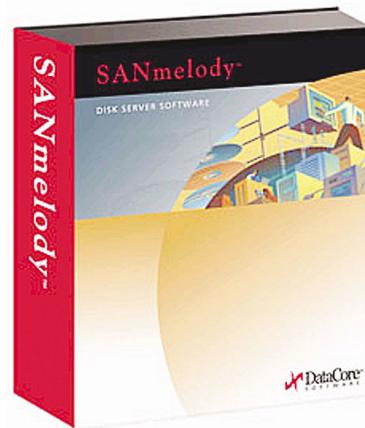


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Manufacturer Presentation*Software - Storage Advertisement*

Powerful IP SAN Software at Affordable Prices

SANmelody™ pricing starts below \$1,000



SANmelody™ software converts PC servers into cost-effective expansion disk servers. Their added capacity appears as additional internal drives to disk-starved servers on LANs or SANs. This simple solution eliminates the need to commission extra application servers when the existing systems have no more room to add disks. Advanced options include point-in-time snapshots, auto failover across redundant disk servers, auto provisioning of disk space and long-distance asynchronous replication over IP WANs. These functions are host-independent and operate without occupying resources on the application servers.

To enhance application security and availability, SANmelody-equipped disk servers can maintain up-to-date copies (mirror images) of critical data currently housed on internal disk drives.

SANmelody accelerates performance through built-in caching that minimizes delays from slower mechanical drives. The software equitably distributes the available disk space to multiple applications spread across several machines by carving out smaller logical disks from larger physical disks. Ethernet iSCSI host connections and Fibre Channel high-bandwidth ports are supported. Like other powerful Windows-based software, SANmelody runs on a wide choice of hardware platforms and disk drives. Windows, Linux, Unix, NetWare and MacOS applications may concurrently take advantage of the added gigabytes or terabytes of external disk space.

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Manufacturer Presentation*Software - Storage Advertisement***Manufacturer Presentation***Software - Network & Systems Mgmt. Advertisement*

Integrated Network Management Solution AlterPoint and Entuity Join Forces

AlterPoint and Entuity are partnering on a product that will give customers integrated, real-time and historical insight into a network's configuration and performance. The integrated product helps enterprises solve problems at the cause rather than manually sifting through the symptoms provided by traditional fault and performance management systems. By combining AlterPoint's DeviceAuthority and Entuity's Eye of the Storm, companies and service providers can proactively monitor, manage, and enforce compliance, security, change, and inventory to maximize IT performance while reducing cost and risk.

Entuity's EYE is a network management suite that provides network specialists, planners, application owners and business managers the actionable information needed to manage complex networks and routed environments. AlterPoint's DeviceAuthority provides a comprehensive solution for automating and managing configurations of routers, switches, firewalls, VPNs, wireless access points, and other network devices. The integrated AlterPoint/Entuity solution will provide:

- **Automated problem resolution** - As an intelligent NCCM solution, DeviceAuthority notifies EYE when a configuration change or a policy violation occurs.
- **Inventory synchronization** - This benefit reduces the effort required to manage multiple inventory sources by automatically seeding DeviceAuthority's inventory with EYE's device list.
- **Dynamic topology resolution** - EYE's automated, continual discovery of network topology and devices and their attributes provides a real-time, accurate, and detailed network inventory configuration management database (CMDB).

For Complete Information, Visit:

www.Processor.com/AlterPoint2

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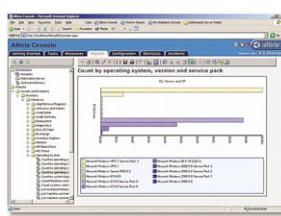


Manufacturer Presentation

Software - Network & Systems Mgmt. Advertisement

Altiris® Total Management Suite™ Delivers Comprehensive IT Lifecycle Management Value

Helps reduce management consoles, costs and complexity



MSRP
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minimum of 200 nodes

Altiris® Total Management Suite™ is the industry's most comprehensive suite of IT lifecycle automation solutions designed to help IT organizations manage, secure and support all IT assets, promoting effective service delivery. With Total Management Suite you can reduce operational costs, increase operational efficiencies, set the foundation for future growth, and align IT with business priorities.

More than 70% of the cost of IT is consumed in the management of technology after it is purchased. Total Management Suite dramatically reduces the costs of owning, operating, securing and supporting desktops, notebooks, servers and handheld devices by automating management tasks throughout their lifecycles.

- Reduce service delivery costs while increasing service quality
- Gain visibility into and control over IT resources
- Automate manual processes
- Increase system security posture
- Standardize IT infrastructure
- Meet compliance demands
- Lower total cost of owning corporate IT assets

Total Management Suite helps reduce the cost and complexity of owning and managing your IT assets, and it helps you get there as painlessly as possible. The suite combines the best solutions Altiris has to offer into a single suite with a great price to match, helping you automate your IT lifecycle management processes, including client and mobile, server and infrastructure, service and asset, and security and compliance management.



Visit us at
www.Processor.com/Altiris3

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Software - Network & Systems Mgmt. Advertisement

NetQoS Enhances Network Performance Management Suite

The NetQoS Performance Center provides global visibility, via a single Web console, into all three key metrics necessary to quantify network infrastructure performance: end-to-end response time, traffic flows and device performance. Its modules include SuperAgent for measuring application performance over the network, ReporterAnalyzer for analyzing traffic flows, and NetVoyant for monitoring the infrastructure. The Performance Center's customizable, role-specific views help engineering, operations, and management staff do their jobs more effectively. The NetQoS Performance Center v1.1 now incorporates the full functionality of the NetVoyant® device performance monitoring product NetQoS acquired in April 2005 from RedPoint Network Systems. With the NetVoyant polling product, the Performance Center now provides SNMP-based performance metrics for managing network infrastructure, devices, and services.



"Instead of cobbling together tools from different vendors and hoping they will work together to provide some actionable data, customers can get all their performance information integrated in one portal with the NetQoS Performance Center," says Joel Trammell, NetQoS CEO. "NetQoS products were built from day one to scale to the largest networks and provide the data needed to improve enterprise network performance rather than simply focusing on availability. The combined power of our products in the Performance Center provides a faster, more reliable way to improve the delivery of networked applications."

For More Information, Visit www.Processor.com/NetQoS2



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- Four Dual Core Opteron Processors
- NAS or IPSAN Configuration
- 24 TB Storage Capacity
- Optimized components for maximum Performance

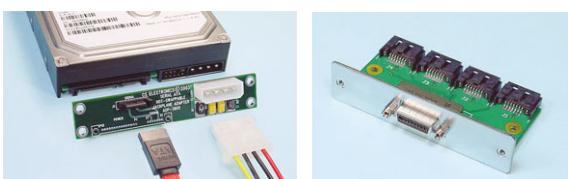


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Manufacturer Presentation

Software - Network & Systems Management Advertisement

Wireless LAN Analyzer

AirMagnet Laptop Analyzer 6.0 is the sixth generation of AirMagnet's popular, laptop-based WLAN security and troubleshooting software. The new Laptop Analyzer adds support for Intel® Centrino® technology, eliminating the need for users to buy a separate Wi-Fi card, and includes a remote visibility capability to share real-time network information with distant experts.

AirMagnet has also expanded its compliance reporting feature with a new compliance report to help users meet strict new regulatory requirements for wireless payment transactions. This automated compliance report supports PCI DSS, the Payment Card Industry's Data Security Standard – a set of 12 requirements created by VISA and MasterCard to ensure that cardholder information is kept secure throughout the credit card transaction process. Merchants or service providers who fail to comply with the standard face

financial penalties and may even have their acceptance privileges revoked. AirMagnet already delivers compliance reports for Sarbanes-Oxley (SOX), Health Insurance Portability and Accountability Act (HIPAA), Gramm-Leach-Bliley (GLBA) and the DOD8100.2 directive.

AirMagnet Laptop Analyzer 6.0 adds more than a dozen new features in all, including:

- Direct security alarm notification to email, cell phone and other end-user devices
- Device peer map for enhanced visualization of communicating wireless devices
- Greater monitoring range with external 802.11a/b/g antenna support via the Ubiquity Super Range Card and support for new cards covering Japan's 12 802.11a channels
- Enhanced decoding support for key Internet protocols such as FTP, SMTP, Telnet, HTTP and POP

Laptop Analyzer 6.0 is priced at **\$3,495** in the U.S. and is available now.

To download a free 7-day trial version, visit
<http://www.Processor.com/AirMagnet3>

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Omni II - Starting at:
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Workstationwww.Processor.com/ProTech

Equipped with the Intel® Pentium® M/Celeron® M high-performance processor, the BPC-8080 answers the demands for Point of Sale (POS) Terminals, interactive kiosks, Automated Teller Machines (ATMs) with expanded capabilities, gaming terminals and even high-rel and harsh environment equipment.

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Manufacturer Presentation

Software - Security Advertisement

Prevent Data Theft at the Source

ensuring endpoint security

The proliferation of portable storage devices in the workplace puts your network at a greater risk than ever of identity theft, data loss and spyware propagation. DeviceWall® from Centennial Software helps you combat these threats by preventing the use of unauthorized portable storage and wireless devices on the corporate network including:

- USB memory sticks
- iPods and other media players
- PDAs, BlackBerry devices and Smartphones
- USB & Firewire mass storage devices
- CDs, DVDs and floppy disks

DeviceWall enables a central administrator to create and enforce a security policy that determines which employees in the company are able to access different types of devices. Any device type not explicitly permitted is automatically blocked. Security managers can remotely monitor the volume of blocked and allowed device connections on the network - even if they are not logged into the DeviceWall Control Center.

Why your business needs DeviceWall . . .

- Reduce risk of identity theft, data loss and espionage
- Prevent the spread of spyware, malware and viruses
- Comply with legal obligations & best practices
- Reduce legal risks
- Maintain full business productivity
- Handle exceptions quickly and easily

DeviceWall can be downloaded for a free 30-day no-obligation trial from

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Manufacturer Presentation*Software - Database & Data Mining Advertisement***ProClarity Analytics 6 enhances SQL Server 2005**

ProClarity Analytics 6, version 6.1, supercharges the Microsoft business intelligence (BI) platform, making it easier than ever for IT to create a successful BI solution, and simpler than ever for decision makers to use it.

An expanded analytics footprint

- Simplifies the complexity of the UDM** Microsoft's new Unified Dimensional Model (UDM) provides enhanced functionality and powerful new capabilities. With these improvements comes complexity. ProClarity 6.1 simplifies the complexity by making it a much more intuitive process by leveraging hierarchy, attribute and measure relationships to create analytic views. Context filters help keep analysis focused on pertinent information, and ProClarity's highly visual charts and graphics help users instantly understand key performance indicators (KPIs).
- Improves SQL Server's adaptability** ProClarity frees IT from being the sole group responsible for creating and maintaining KPIs. With ProClarity 6.1, any business user can do it.

Tight integration with Microsoft Reporting Services 2005

- Simplifies reporting** With ProClarity, authors do not have to spend loads of time writing complex MDX scripts.
- Links reports to analysis** By integrating Reporting Services reports into the ProClarity dashboard, ProClarity enables decision makers to monitor performance and access formatted reports for additional detail.

New versatile dashboard

- Makes it easier to monitor the information you care about** Any user can easily build, tailor, maintain and update a dashboard using ProClarity's wizard-based interface—without waiting on IT to develop it.

**Enables train-of-thought analysis**

Instead of needing technical expertise or IT to perform data analysis, users can simply link from any spot on the dashboard into full-screen, guided ad hoc analysis.

- Simplifies deployment and customization** Eliminating the need to install analytics software, ProClarity provides easy portal integration through URL addressability and completely thin, zero-footprint clients built on an open .NET architecture. All charts are optimized for Web deployments.

Expanded delivery options

- Equips you to more easily produce printed reports** With ProClarity Publishing Server, it's simple for end users to create externally consumable publications that integrate ProClarity graphs, grids, and visualizations with commentary and dynamic text. The publications can be fully customized to fit corporate branding guidelines.
- Cuts costs** Publication templates are reusable so you don't have to start from scratch each time you need the publication.
- Links scorecards to analytics** By adding powerful charts, visualizations, and analysis tools, ProClarity takes your Microsoft scorecard initiative much further, with an easy-to-integrate, zero-footprint scorecard solution.

For Evaluation Software:
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- Cut data input by 40% with the ZTAB Keyboard (keyboard has an **extra tab key** next to the number pad)
- No software or drivers to install -- truly "Plug-and-Play"!
- Your 10-key Data Entry Staff Will Love This!
- This specialty keyboard comes in Black or White
- Money-back guarantee -- Experience the ZTAB Difference

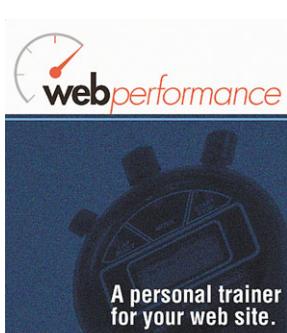
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How many users can your website handle? Web Performance Trainer™ is web load testing and web stress testing software and tools targeted at web sites that use standard technologies such as web forms, J2EE, ASP, .NET, PHP, ColdFusion, Java, etc. Its automatic analysis can tell you how many users your website is capable of handling at one time using your own unique performance criteria.



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www.Processor.com/NameScape2**Are you tied up resetting network passwords?**

Let end users change expired and locked-out accounts with **myPassword** - the self-service password management Web site for Microsoft Active Directory.

myPassword is a secure way to eliminate password reset calls to your Help Desk.

myPassword includes:

- Question & Answer Profiles
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- Real-time Email Notification

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Manufacturer Presentation*Software - Security Advertisement***Ecotel Systems Launches New Endpoint Automated Security Initiative (EASI)**

EASI (Endpoint Automated Security Initiative) allows Network Administrators to establish, manage and enforce policies for endpoint security, access control and device management to ensure that mobile computing devices are protected and that network access policies are carried out prior to granting a user access to the corporate network. EASI helps establish security policies and then interrogates the mobile device to enforce compliance to those policies before allowing the device to connect to the enterprise infrastructure. EASI goes beyond simply testing devices for policy compliance by providing an ability to automatically take actions to remediate non-conforming devices, bringing them into policy adherence in real time. This enforces network security at the point of access and enables users to safely attach to their resources and remain securely connected and productive.

"Some access control and endpoint security policy products can detect potential threats but will generally only quarantine a user's vulnerable device so it can not access the network. This approach denies the mobile worker access to their critical information resources," explained Tom Matthews, CEO, Ecotel. "EASI goes beyond policy enforcement by providing an ability to automatically take actions to remediate devices bringing them into policy compliance in real time, thus enabling users to attach to their resources and remain securely connected and productive."

EASI features include:

- Endpoint Security Policy Management and Enforcement
- Network Access Control Policy Enforcement
- Automatic Remediation
- Remote Software Updates and Patch Management
- Device Management and Troubleshooting

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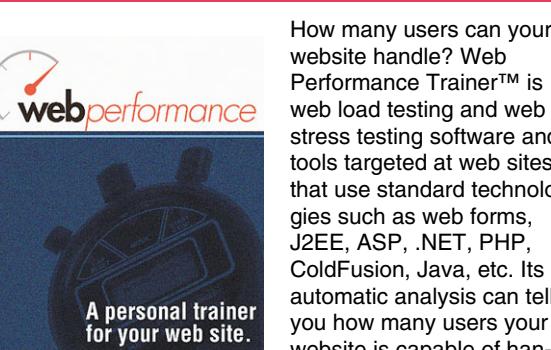
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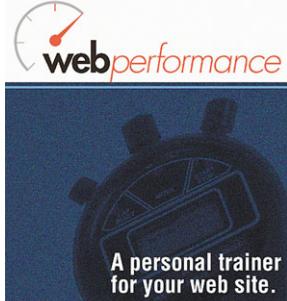
Application Development
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AdventNet QEngine is an extensive, platform independent Test Automation tool used for Web, functional, acceptance, performance, API and regression testing. Supports testing of applications developed using HTML, JSP, PHP, XML, SOAP, WSDL, e-commerce, traditional client/server etc. Tool is developed using Java which facilitates portability and multiple platform support Windows, Linux, and Solaris.

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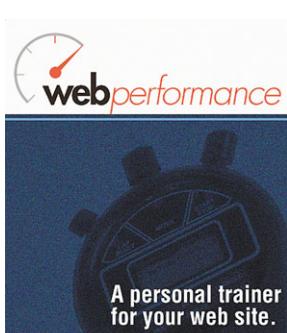
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Manufacturer Presentation

Software - Security Advertisement

Beta Systems' Identity Management Suite

Now Includes Enterprise Single Sign-On Component

Passwords seem like a great way to secure your applications. But most users have to log in to several password-protected applications and Web sites every day, and they often have trouble. In fact, Gartner says about one-third of all calls to Help Desks concern passwords, and that is expensive. Forrester Research and other research organizations agree that it costs at least \$38 to reset a single password. And all those calls cause enormous wear and tear on your overworked support staff. A solution is needed to save time, money and frustration all around and get your passwords working for you again. You need a comprehensive Single Sign-On solution that can scale up to thousands of workstations and still work transparently when your users are on the road. You need a true SSO solution that will pay for itself within a year.

The Single Sign-On solution of Beta Systems, SAM eSSO, is a proven technology that's easy to use, simple to integrate and cost-effective to manage. It's a flexible, platform-independent building block that can integrate smoothly with virtually any environment with a minimal of configuration and maintenance. SAM eSSO meets all the key requirements of today's organizations, including:

- Quick integration of the vast majority of existing applications - Windows, Web and legacy - through powerful agents and XML parameter files. Scripting to handle exceptional cases is available in the language of your choice.
- A highly available architecture based on multiple servers that provides fail-safe operations scalable up to hundreds of thousands of users.
- The lowest Total Cost of Ownership achieved through leveraging your existing resources and adopting a cost-effective Windows/Intel server platform.
- A flexible authentication scheme that preserves your investment in existing technologies and supports your choice of any future technologies.
- Transparent operations that require no learning curve, no training and no disruption to the normal working routine for your users.

For More Information, Visit www.Processor.com/Beta

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Manufacturer Presentation

Software - Business Productivity Advertisement

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NetSupport DNA (Dynamic Network Administration) facilitates central management of your enterprise PCs in a secure, coordinated and efficient manner. Combining powerful Hardware and Software Inventory with Software Distribution, Application and Internet Metering, Web-based Helpdesk, PC Remote Control and more, NetSupport DNA ensures compliance with corporate configuration standards while simultaneously reducing the Total Cost of Ownership (TCO).

IT assets account for the largest proportion of the overall IT spend, therefore, ensuring they are properly managed and maintained becomes one of the highest-priority corporate goals for any organization where TCO (Total Cost of Ownership) is high on the agenda.

Without a comprehensive management program in place, IT assets can cost far more than necessary through waste and redundancy (direct costs) and overly complex management and maintenance (indirect costs). By implementing an effective IT asset management program, companies can view every asset in their enterprise, allowing them to control and manage IT assets, eliminate waste and redundancy, and comply with ever-tightening government compliance regulations.

For more information on how NetSupport DNA can help manage your organization's assets, visit www.Processor.com/NetSupport3.

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ProClarity Analytics 6, version 6.1, supercharges the Microsoft business intelligence (BI) platform, making it easier than ever for IT to create a successful BI solution, and simpler than ever for decision makers to use it.

For evaluation software:
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Manufacturer Presentation*Software - Network & Systems Mgmt. Advertisement***nLayers InSight™ 4.5****The industry's only hybrid passive/active discovery solution**

nLayers InSight is the easiest, most comprehensive solution for discovering, understanding and mapping the complex relationships between applications and technology infrastructure.

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 nLayers is the only discovery vendor that offers instant, passive discovery for immediate, end-to-end real-time visibility and the flexibility to selectively "drill down" and compile more detailed configuration information on specific servers or services. As part of the discovery process, nLayers InSight builds a detailed, time-based Application Behavioral Model™ (ABM™) of how and when the components interact with each other, and the transactions processed in each interaction.

nLayers' unique agentless top-down auto-discovery process maintains a real-time, interactive "living" model of the entire application infrastructure at a fraction of the time and cost of manual methods or other intrusive discovery methods. Discovering entities at a rate of 500 per minute, nLayers InSight builds an interactive application map and behavior model in a few hours. The application behavior model is then continuously updated with interdependencies, configuration and usage changes, and all the information is maintained in an open, federated configuration management database (FCMDB).

Using the optional Active Discovery module, customers may selectively choose the key servers or services essential to their business (such as specific application or database servers of business critical processes), to gather detailed configuration item (CI) information using a combination of methods, including SNMP, SSH, Telnet and WMI.

nLayers InSight is different from other discovery solutions in that it continuously monitors application usage and demand, allowing organizations to dramatically reduce operational costs and accelerate today's highest-priority IT initiatives. nLayers InSight offers real-time visibility without installing software on any system or adding traffic to the network.

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- Manage and reduce physical network inventory costs
- Facilitate management of network inventory
- Manage customer and service inventory associations

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Manufacturer Presentation*Software - Application Development Advertisement***AdventNet Provides Free Edition of Industry-Leading Web NMS framework for Development of EMS / NMS Applications**

Web NMS Express Edition is a free-for-development version of the industry-leading EMS/NMS framework. Technical support and runtime deployment licenses can be purchased when required. The Express Edition supports FCPS functionality and comes bundled with the Struts-based Web client. The Struts framework enables quicker development and deployment of Element/ Network Management Applications (EMS/NMS). With this initiative, AdventNet has made its Web NMS technology more economical for EMS/NMS development.

Over 350 development teams across the globe have evaluated and selected AdventNet Web NMS as the basis for their custom OEM software development for Element / Network Management Applications (EMS/NMS). With worldwide adoption of Web NMS in the OEM and service provider space, the new Express Edition will serve clients looking for a quicker development of an SNMP/ CLI - based management solution with FCPS functionalities.

"The Express Edition helps customers reduce their upfront development cost and only pay when they deploy their applications, unless they require technical support during the development phase. This is a good option for customers considering in-house development," said Prabhu R., Product Manager for Web NMS, AdventNet.

AdventNet provides affordable software in the areas of network applications and database tools. With a broad product portfolio and an active customer base including enterprises, equipment vendors and service providers, AdventNet has emerged as a very affordable and high-quality alternative to expensive software that is common in the industry. AdventNet is headquartered in Pleasanton, CA with offices in NJ, NH, India, UK, China and Japan. It has a well-trained partner base around the globe and thousands of customers worldwide.

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Manufacturer Presentation

Software - Security Advertisement

Oracle COREid Access and Identity

Identity Administration

Oracle COREid Identity provides the user and group management, delegated administration, password management and self-service functions necessary to manage large user populations in complex, real-world environments.

• User, Group, and Organization Management

Management: Dynamically create groups based on user attributes.

• Delegated Administration: Unlimited ability to delegate user administration to managers and partners.

• Unified Workflow: Industry-leading workflow to manage user lifecycles

• User Self-service and Password Management: Reduce help desk calls via password reset and user self-service.

Access Management

Oracle COREid Access provides policy-based access control and single sign-on to web applications, Enterprise Java Beans (EJB), and J2EE resources. It supports all leading authentication technologies and authorization methods.

• Web Single Sign-On: Secure access to multiple applications with one password and user ID.

• Flexible Authentication Methods:

Oracle COREid supports all popular methods including browser forms, digital certificates, and smart cards.

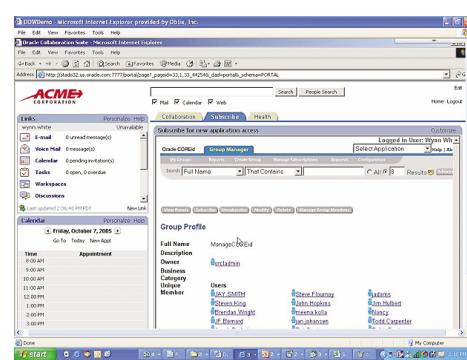
• Centralized Policy-Based

Authorization: Centralized policy administration and enforcement reduce cost and operational complexity for IT administrators.

Integration with existing eBusiness infrastructures

Oracle COREid provides pre-built agents to protect, access, and manage all leading

ORACLE
IDENTITY MANAGEMENT



third-party Web servers, Application servers, Portal servers, LDAP directories, email systems, and relational databases. Oracle COREid Access and Identity also provides seamless integration with Oracle Fusion Applications: Oracle eBusiness Suite, PeopleSoft, JD Edwards and Retek.

Compliance Reporting

To demonstrate regulatory compliance, corporate auditors often require comprehensive reporting across all security and identity operations. To ease this task, Oracle provides unified and centralized audit reporting for all COREid components, Web applications, and Web Services

• Centralized Auditing and Logging:

All operations are stored and correlated in a secure database for reporting and analysis.

• Pre-Built Identity and Security Reports:

Includes a dozen out-of-the-box reports.

• Global User and Resource Access Reports:

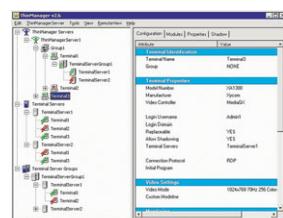
See all resources a user can access, and all users who can access a resource.

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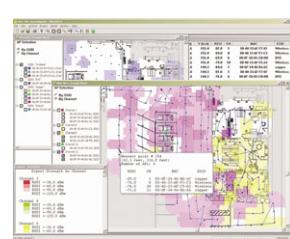
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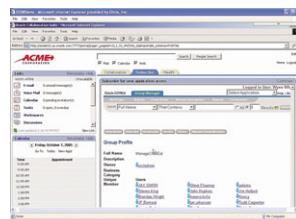
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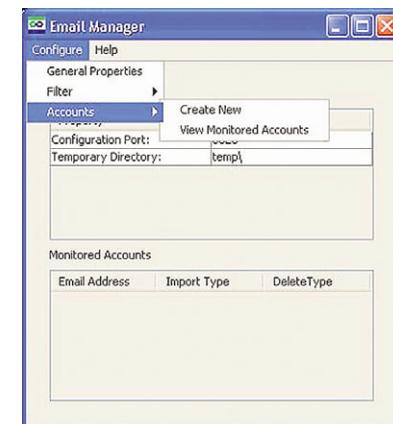
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The new version of Optical Image Technology's Email Manager includes several major enhancements that give it much more functionality and more configuration options for administrators than its predecessor.

The program is a powerful email archive system that allows an organization to store important emails in the fully secure DocFinity repository and locate them using one of the many retrieval options available. In the newest release, the program's ability to index emails is not limited to the traditional fields such as date, time, and sender. Any of the email's header information, both custom and standard, can also be used for indexing, allowing users more ways to store and retrieve emails. This enhancement provides more functionality, enabling emails to be associated with other documents based on their content. The system administrator sets the indexing criteria in advance, so emails are automatically indexed behind the scenes.

Additionally, the new Email Manager allows administrators to set up rules regarding which emails are stored and indexed. This enables the system to conserve storage space by rejecting spam and other messages of little or no importance. New features enable the administrator to set up whitelists and blacklists to authorize or reject all emails matching those on the list.

The new Email Manager is written in Java, allowing it to operate on any platform. A single installation of Email Manager can monitor multiple email addresses on multiple mail servers and apply unique indexing for each address. It works with POP3 and IMAP email servers and their secure versions.

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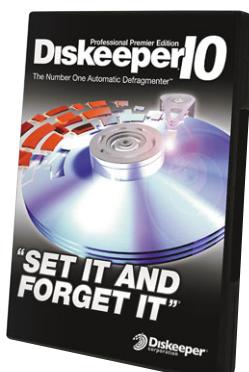
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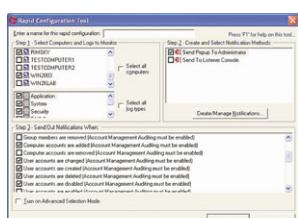
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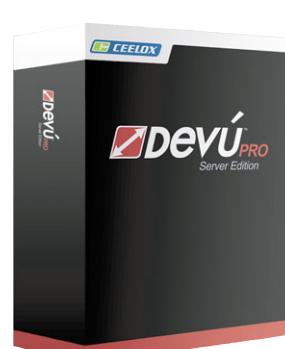
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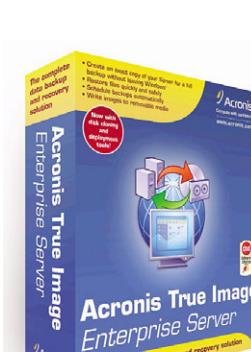
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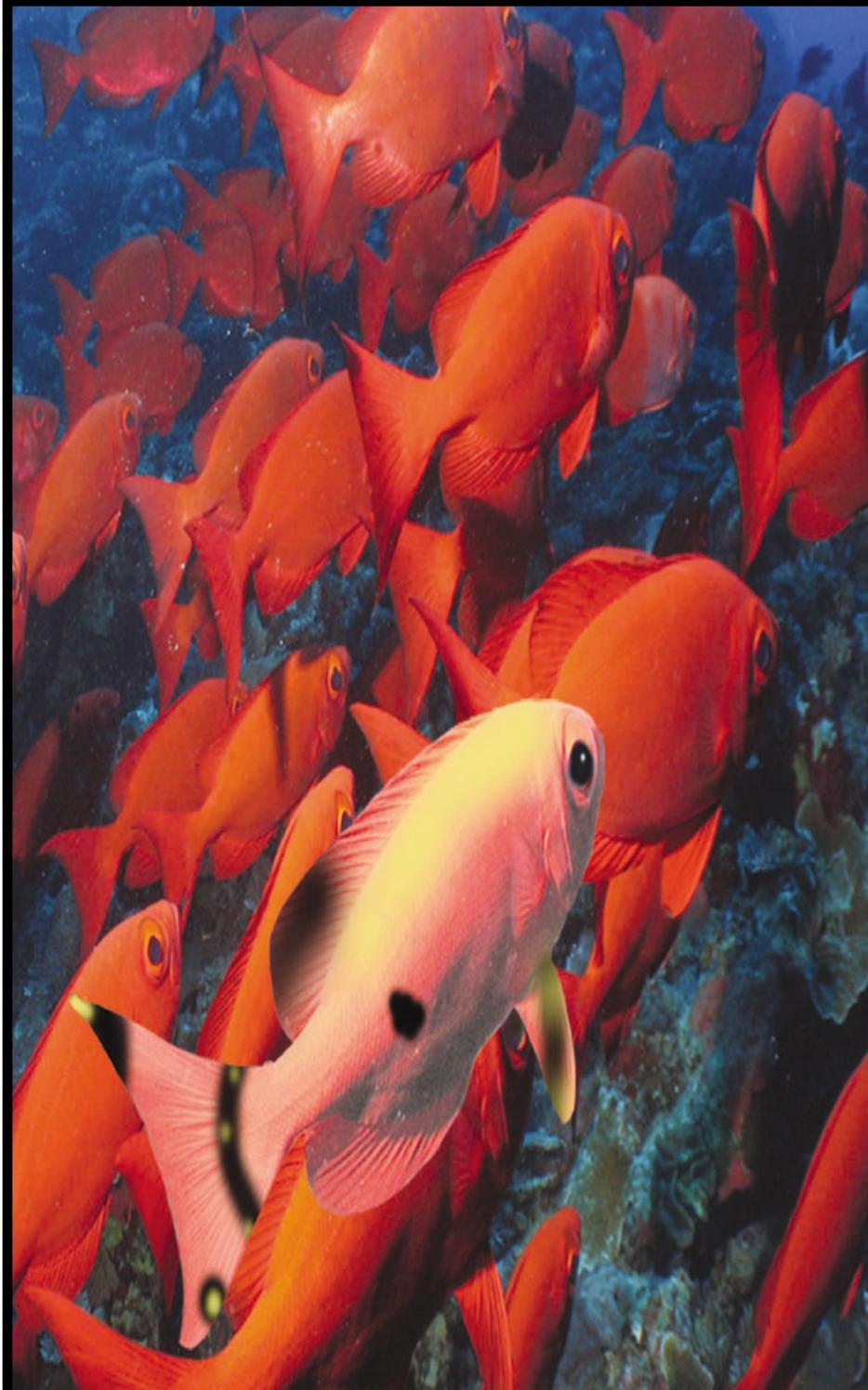
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In This ISSUE

- Host Your Own Web Site | 5
- Finding The Right Offsite Web Host | 9
- Keep Your Site Up & Running | 10
- Will Recovery Void A Warranty? | 21
- Convergence Of AV & IT | 27
- Professional Associations | 30
- Storage Management | 32
- Other Articles

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What Will You Do When Disaster Strikes?

Quit **Run** **Panic** **Cope** **Rejoice ***

Right now, your data center is under attack! You might not believe it because things appear to be running smoothly. The network is up and bandwidth is not taxed. The servers are accessible and users aren't complaining. Everything appears to be under control. However... just beyond that wall, above those ceiling tiles, or under the raised floor is a disaster waiting to strike. Even worse, it has your name written all over it!

You see, no one really knows when or how a disaster will strike. We just know the potential is always there. So preparing for it is critical to minimizing its impact on computers, networks, users and the organization.

Computer Room Environment Monitoring Too Often Overlooked

Today's data centers are complex and handle an immense work load. This is because what happens there effects the entire organization, supporting hundreds or thousands of employees. The most overlooked issue in data centers today remains "environment monitoring". This is true at least until a disaster strikes, then it becomes *Job 1*. Why wait for your own disaster?

What Is Environment Monitoring?

In the data center, computer and network equipment must be kept within a specific range of environmental conditions. If these get out of bounds, unpredictable and potentially catastrophic results can occur and cause data loss, hardware failure, denied access, and downtime. Primary issues include:

- Temperature (high / low)
- Main & UPS Power (interruptions)
- Flooding / Water (leakage)
- Humidity (high / low)
- Smoke / Fire / CO₂
- IP Camera (security)
- Intruder / Room Entry / Motion (security)
- Dry Contacts (aircon, cooler, generator, etc.)
- Panic Button (staff calls for help)

Air Conditioning Remains The Primary Cause Of Most Data Center Disasters

Failure of a primary or backup air conditioner is a major threat in all computer rooms, as temperatures will rise rapidly. Condensation overflow from air conditioning or leaks from water pipes that support a system can cause

flooding. Power drains from AC can also damage computers & equipment.

Main Power Sources Remain Unreliable, A UPS Is Simply Not Enough

Even in the 21st century, we still haven't harnessed electricity. Situations like over / under voltage, spikes, drops and blackouts haunt managers. Failure of backup power sources like generators or UPS systems with short run or expired batteries can make a bad situation even worse. Consider what happens when main power goes out and a UPS keeps CPUs alive while the air conditioning systems stay down. The end result is extreme temperatures in the computer room that will eventually cause severe hardware damage or even start a fire.

- 61% of data centers say downtime is due to environment issues 1X+ in past 12 months
- 23% of data centers say downtime is due to environment issues 5X+ in past 12 months

Your Data Center & Job On The Line

If disaster strikes your data center, how will it impact business? Who will get the blame? Could it have been prevented? Will management be asking for your head on a silver platter?

Downtime Costs More Than Money

When disasters occur, there are significant costs in areas that go far beyond the simple replacement of damaged hardware. Data can be lost and costs incurred to restore or recreate it; online operations lose sales & service opportunities... causing lost revenue both now and in the future; salaried employees continue to get paid even while systems are down and they can't work; overtime accrues for IT staff who work around the clock to get systems back online; and there will be other costs too.

- 59% of data centers say downtime lasts 1/2 day+
- 27% of data centers say downtime lasts 1-3 days
- 45% of downtime costs over 10K per incident
- 11% of downtime costs over \$50K per incident

A Proactive Approach Is the Best Because Computers Don't Swim

The concept of knowing early and immediately about developing environment problems is easy for all prudent managers to understand. A business does not have to encounter a flood for the IT staff to know that

computers don't swim. The "5 Critical Steps" to successfully prevent an environmental incident from causing your organization a catastrophic disaster include:

5 Steps To Prevent IT Environmental Disasters

- 1) Early and Immediate Detection
- 2) Automated Alerting to Responsible IT Staff
- 3) Fast and Appropriate Action by the IT Staff
- 4) Automatic Response & Action Procedures
- 5) Review, Analyze & Plan Future Prevention

Insurance And Recovery Plans Are Just "Band Aids" After A Disaster

Insurance policies offer some financial relief from disasters by compensating for the cost of lost equipment. However, they never cover all of the extended costs (see above). Worse still is the impact on cash flow while you wait to be reimbursed. And who wants to fill out all those forms anyway? Then, in 6-12 months your insurance premiums go up. Ouch!

As for recovery plans, you need to (must) have one. Although, wouldn't you like to have one and never be forced to use it? Even the best recovery plans do not pay the costs. They provide a guideline as to how to get back in the game after a disaster. Wouldn't your management team rather avoid the experience altogether? Wouldn't you?

Why Put Your Business At Risk?

How much would it cost your business to lose access to primary servers or the network for just a 1/2 day? Ten, twenty, a hundred thousand dollars? A million dollars? It depends upon what you do although any loss is too much when it's *your* money. In today's online world, downtime for even a few minutes can mean life or death to sales opportunities or the entire business. Do you need to be in business continuously, like 24 x 365? Then stop running around with scissors in your hand.

Solutions Exist For Computer Rooms Of All Types And Sizes... Yours Too!

AVTECH Software has several powerful, scalable solutions for environment monitoring. All are small enough to hold in one hand, completely mobile, and optionally available in a rack, wall and ceiling mount. They come complete with easy to install hardware, cables, sensors, easy-to-use network-wide monitoring software, CD media & documentation,

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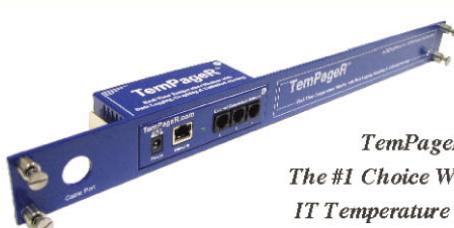
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